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# Ogilvy & Mather

International Inc., Advertising

ANNUAL REPORT 1974



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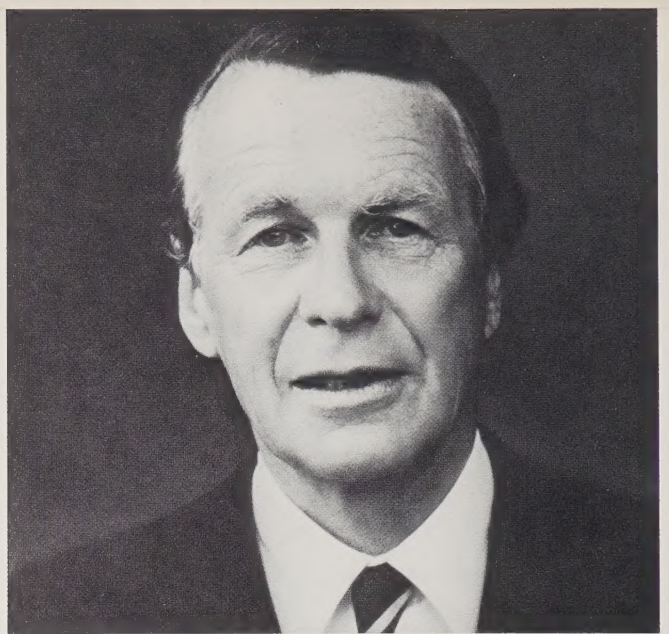
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# Ogilvy & Mather International Inc.

## Comparative highlights:

	<u>1974</u>	<u>1973</u>	<u>% Change</u>
Capitalized billings . . . . .	\$522,809,667	\$476,293,540	+ 9.8
Commissions, fees & other income . . . . .	\$ 87,927,619	\$ 77,421,752	+13.6
<b>Net income</b> . . . . .	\$ 5,465,095	\$ 4,967,674	+10.0
Working capital . . . . .	\$ 19,387,343	\$ 14,935,257	+29.8
Stockholders' equity . . . . .	\$ 28,640,659	\$ 24,753,208	+15.7
Outstanding common shares at year end . . . . .	1,804,673	1,807,208	- 0.1
Common share data:			
Net income per share (primary) . . . . .	\$ 3.02	\$ 2.73	+10.6
Net income per share (fully diluted) . . . . .	2.98	2.70	+10.4
Stockholders' equity per share . . . . .	15.87	13.70	+15.8
Cash dividends per share:			
1st Quarter . . . . .	.18	.14	
2nd Quarter . . . . .	.22½	.15	
3rd Quarter . . . . .	.22½	.16	
4th Quarter . . . . .	.22½	.16	
Total . . . . .	\$ .85½	\$ .61	+40.2
Over-the-counter price range:			
	<u>Bid</u>	<u>Asked</u>	<u>Bid</u> <u>Asked</u>
1st Quarter-High . . . . .	17¼	18¼	33½ 34½
1st Quarter-Low . . . . .	12¾	13¾	24¾ 25¾
2nd Quarter-High . . . . .	17	18	26¾ 27¾
2nd Quarter-Low . . . . .	14¼	15¼	14½ 16
3rd Quarter-High . . . . .	15¼	16¼	24¾ 25¾
3rd Quarter-Low . . . . .	11¼	12	14½ 16
4th Quarter-High . . . . .	12¾	13½	26½ 27½
4th Quarter-Low . . . . .	9¾	10½	13 14





## Dear Stockholder,

Since Ogilvy & Mather became a public company in 1966, our profits have almost *quadrupled*. In 1974, they increased 10 percent; not bad, considering the parlous condition of the world economy.

On March 4, 1975, I retired as Chairman, to devote all my time to the *creative* side of our business; that is what I do best.

Jock Elliott, who has been Chairman of our U.S. company for the last nine years, was elected to succeed me as Chairman of Ogilvy & Mather International.

\*\*\*\*

Since 1948 I have seen Ogilvy & Mather grow from a one-man band in New York to a corporation with four thousand employees in thirty countries—from zero billings to \$522,800,000.

I have seen advertising mature from an act of blind faith to a measured factor in the marketing mix.

I have seen print and radio superseded by *television* as the most effective medium for most products in most countries.

I have seen many advertising agencies, including Ogilvy & Mather, become *public companies*. This has not affected the quality of our service to our clients, but it has caused us to manage our affairs more efficiently.

The advertising agency business has become *international*. Today, fifty-six of our clients employ Ogilvy & Mather in three countries or more.

I have seen a marked improvement in the calibre of men and women coming into the advertising business. Selecting and training stars to run our fifty-seven offices has become a major pre-occupation of your Board of Directors.

I have seen increasing *stability* in the advertising agency business. Clients change agencies less frequently than they did.

\*\*\*\*

I have supreme confidence in the ability of Jock Elliott and his team to continue the successful management of your company for the benefit of our clients, our staff and our stockholders.

Our problems and opportunities change from year to year. Today we face the problems of working within increasingly stringent government controls. We have to cope with the forces of nationalism in various countries. Economic conditions are turbulent everywhere; our seat belts have to be kept fastened.

On the other hand, an increasing number of manufacturers and governments are choosing Ogilvy & Mather to do their advertising; we now have more than a *thousand* clients.

Ogilvy & Mather, for all its success, is still only half the size of its biggest competitor. We *have room to grow*.

*Daniel Ogilvy*  
Creative Head

April 10, 1975





362-77 / Roy Mather, chief.

Am \$23.00  
\$22.00  
C. 1st 1/2

Canada?  
Roy Mather

10% v. hiring

John (Jock) Elliott, Jr. has been Chairman of our U.S. agency since 1965, and a member of the Board of Ogilvy & Mather International since 1966. For the past year, he has been Chairman of the American Association of Advertising Agencies.

## Our Financial Results

In 1974, Ogilvy & Mather increased profits and billings for the thirteenth consecutive year. Net income per share increased from \$2.73 in 1973 to \$3.02 in 1974—10.6 percent.

Capitalized billings of \$522,809,667 were up 9.8 percent. Net profit increased by 10.0 percent to \$5,465,095. We paid four quarterly dividends, one of eighteen cents per share, and three of twenty-two and one-half cents per share.

## A Good Year in Most Countries

There was exceptional growth in the United States, where our profits increased by 32.9 percent. In the United Kingdom, in the face of great economic difficulties, billings and profits were about level with 1973; our group of advertising agencies is the largest in the U.K.

In Germany, where we have our third largest office, we have become the eighth largest agency in the country. The billings of our French company increased by 68 percent.

Our Swedish company is firmly established as the largest advertising agency operating in all four Scandinavian countries.

Belgium and Austria reported satisfactory results.

In Venezuela, profits increased substantially. However, we are faced with the necessity of reducing our holdings in Corpa, our partners in Venezuela, as a result of that country joining the Andean Pact.

Our Australian company has performed with admirable consistency since it was founded in 1967. Billings, profits, and share of market have grown each year. New Zealand ended 1974 with an increase in billings.

Our group of companies in Malaysia, Singapore, Thailand and Hong Kong, and our associated company in Indonesia, achieved important gains in billings and profits in 1974.

Our partners in India had an excellent year. Billings grew significantly, and a good level of profit was achieved.

In Kenya, we strengthened our position as the largest and most profitable agency in that country.

## A Difficult Year in a Few Countries

In Brazil, our agency continued to lose money. However, it is attracting substantial new business, and its reputation is burgeoning. We are determined to see our financial performance in 1975 match the work we do for our clients.

New regulations restricting foreign ownership have forced us to reduce our minority position in our Argentine affiliate to 20 percent.

Our Mexican partners were affected by legislation directed against advertising, and by regulations raising operating costs. Not surprisingly, they could not maintain their profit contribution at the previous high level.

In Canada, our company failed to increase its income sufficiently to offset rising costs. Re-

Consumption falling 24% reduced 24%  
belt tightening  
little supportive for 74  
problem 2 years long  
1st 1/2 up benefits 7 up.



duced advertising expenditures in the second half of 1974 resulted in a significant reduction in profit. We expect that the effect of the corrective measures will be felt this year.

Our Italian company suffered from the consequences of that country's unhappy economic conditions, and ended the year with a loss.

Our Dutch agency was unprofitable. We installed a new management at midyear, and expect improved performance in 1975.

## Expansion Continues

In 1974, our fifty-seven offices added 225 new clients and lost 75. We now serve 36 clients in four or more countries.

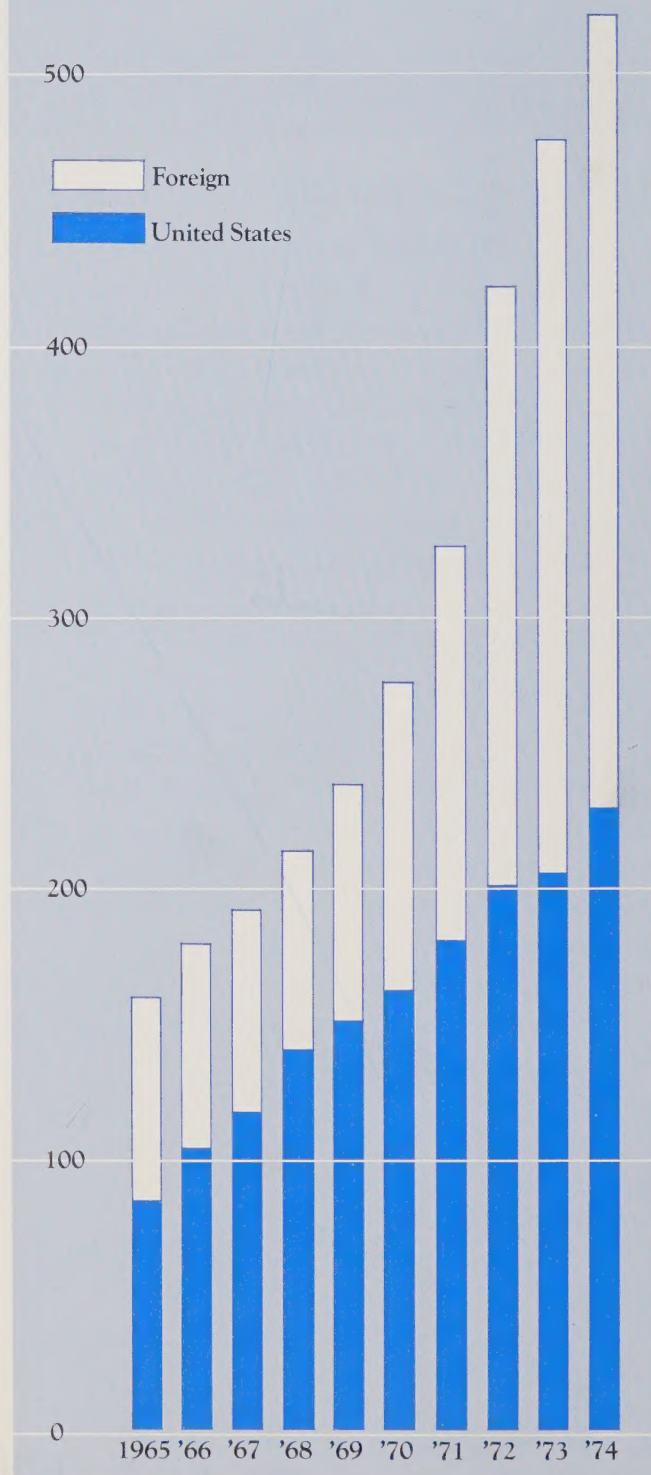
In the United States, we acquired a sixty percent interest in Hodes-Daniel, a direct marketing company in Elmsford, New York. Within this company we have formed two advertising divisions—one to handle Yellow Pages advertising, and one to serve accounts which our main office is not geared to handle.

In South Africa, we plan to acquire a further 14 percent holding in Van Zijl & Schultze, Lund & Tredoux, which will bring our participation to 40 percent. In 1974, this excellent agency again grew substantially.

In Australia, we opened offices in Brisbane and Perth; we now have offices in five Australian states.

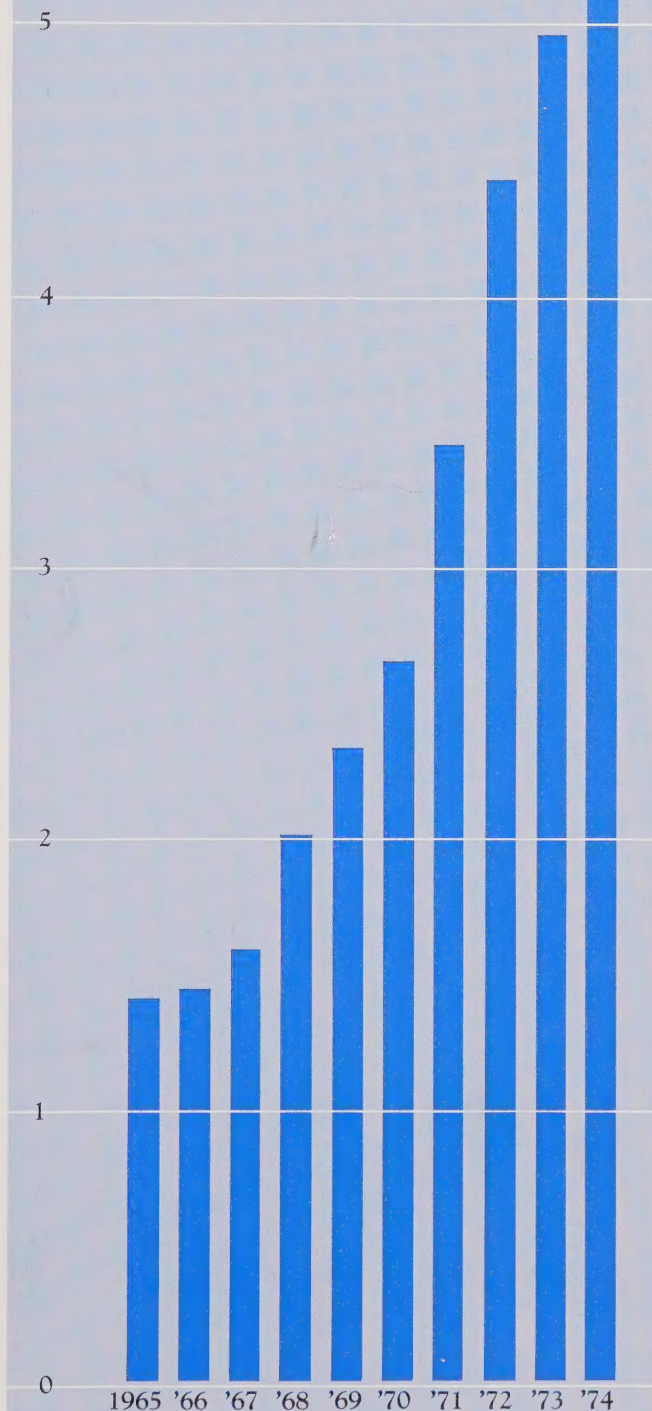
## Ten-year billings growth

Millions of dollars



## Ten-year operating income

Millions of dollars



During 1974, we acquired the assets of Inter-Asian Publicity in Thailand. This company was merged with our Bangkok office to form one of the largest agencies in Thailand.

## Changes in Management

In addition to my election as Chairman of Ogilvy & Mather International, several other appointments have been made. Andrew Kershaw has been appointed Chairman of Ogilvy & Mather (U.S.), and Vice Chairman of Ogilvy & Mather International. William E. Phillips has been appointed President of our U.S. agency. Henry P. Bernhard continues as its Vice Chairman.

James Benson has been appointed Chairman of Ogilvy Benson & Mather (London), and continues as a Vice Chairman of Ogilvy & Mather International. A. A. Ross is retiring as Chairman of our London company, but remains on the Board of our international company. In 1974, Richard Venables was appointed Managing Director of Ogilvy Benson & Mather (London).

In Canada, Roy MacLaren was appointed Chairman, succeeding John Straiton who is on leave of absence for service with the Government of Canada.

Due to retirements and transfers, new heads of offices were appointed in Hong Kong, India, Indonesia, Malaysia, Thailand, and South Africa.



## Future Expectations

We believe that future growth can be best maintained by improving and strengthening our present agencies. In all major countries there is room for increasing our share of market.

Opportunities for acquisitions and new ventures in the advertising business will continue to be examined.

We shall continue to recruit and train the most talented young men and women we can find, and create career opportunities for them within our organization.

Inflation, and the consequent changes in the purchasing patterns of consumers, are having far-reaching effects on marketing. Our agency in the United Kingdom has pioneered research inquiries on this subject, and published its findings.

In the United States, we have begun continuous consumer research to monitor changes in the demand for goods and services.

Total advertising expenditures continue to grow. However, the forces of consumerism and government regulation add complications to the production of advertising.

We are increasingly influenced by the legislative consequences of nationalistic policies. Nevertheless, by serving local needs, and by acting as good corporate citizens in host countries, we are confident that we can continue to develop our international operations profitably.

We expect 1975 to be another successful year in the United States.

We expect economic pressures to have an adverse effect on our companies in the United Kingdom and Germany.

However, improved performance in other European countries, and in Canada and Brazil, should more than make up for these declines.

We approached 1974 with "cautious optimism." In the event, it turned out well for Ogilvy & Mather.

We look to the future with continued confidence.

*John E. Fisher Jr.*

Chairman of the Board



# Clients served in four or more countries:

	United States	Canada	Mexico	United Kingdom	Germany	Austria	Holland	Belgium	France	Italy	Spain	Sweden	Denmark	Norway	Finland	Kenya	Nigeria	South Africa	India	Malaysia	Singapore	Hong Kong	Indonesia	Thailand	Australia	New Zealand	Brazil	Argentina	Venezuela	Colombia
Air Canada		*																											*	
American Express																								*					*	*
Avon			*	*						*		*																		
Beecham				*	*																									
Beiersdorf																								*						
Alfred Benzon							*					*			*															
British Airways																														
British-American Tobacco												*															*			
British Tourist Authority																													*	
Cadbury Schweppes																							*	*						
Campbell Soup							*																							
Cavenham					*	*				*		*	*		*															
Cinzano																														
DFDS Seaways																														
Dunlop																						*				*				
Fisons															*															
Ford																														
General Foods									*																					
Guinness										*																				
ICI																														
S.C. Johnson																														
Mars																														
Mercedes-Benz																														
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P & O Lines							*				*							*												
Philips																														
Rowntree Mackintosh																														
Sheaffer Pen																					*									
Shell														*					*											
SmithKline																											*			*
Temana				*	*	*		*				*		*	*															
Unilever											*			*																
Union Carbide	*																		*	*	*									
Uniroyal				*																										
Yardley																														

\*New assignments since 1973 Annual Report

# Five-year summary

Thousands of dollars

	1970	1971	1972	1973	1974
<b>Operating data:</b>					
Capitalized billings . . . . .	\$275,130	\$325,537	\$419,511	\$476,294	\$522,810
Fee and commission income . . . . .	41,362	48,947	63,450	75,732	83,296
Direct marketing sales . . . . .					2,834
Other income, net . . . . .	722	649	1,123	1,690	1,797
	42,084	49,596	64,573	77,422	87,927
Salaries & other employee benefits . . . . .	25,107	28,680	37,692	45,633	50,544
Office & general expenses . . . . .	10,390	12,549	15,572	19,455	21,902
Depreciation & amortization . . . . .	802	863	1,206	1,452	1,691
Interest expense . . . . .	130	131	365	754	916
Minority interests . . . . .	116	193	208	(2)	290
	36,545	42,416	55,043	67,292	75,343
Income before taxes . . . . .	5,539	7,180	9,530	10,130	12,584
Provision for taxes on income:					
Domestic					
Federal . . . . .	1,544	1,650	1,929	1,768	2,540
State and city . . . . .	482	571	700	687	913
Foreign . . . . .	984	1,652	2,617	3,050	3,908
	3,010	3,873	5,246	5,505	7,361
	2,529	3,307	4,284	4,625	5,223
Equity in net earnings of foreign associated companies . . . . .	118	142	142	343	242
Net income . . . . .	2,647	3,449	4,426	4,968	5,465
Working capital . . . . .	7,195	8,817	11,885	14,935	19,387
Stockholders' equity . . . . .	12,253	15,970	20,432	24,753	28,641
<b>Common stock data:<sup>1</sup></b>					
Net income per share (primary) <sup>2</sup> . . . . .	\$1.60	\$1.96	\$2.43	\$2.73	\$ 3.02
Net income per share (fully diluted) <sup>2</sup> . . . . .	\$1.58	\$1.93	\$2.41	\$2.70	\$ 2.98
Cash dividends per share . . . . .	\$ .45	\$ .51 $\frac{3}{4}$	\$ .54 $\frac{3}{4}$	\$ .61	\$ .85 $\frac{1}{2}$
Stockholders' equity per share . . . . .	\$7.45	\$9.31	\$11.50	\$13.70	\$15.87

## Notes:

1. Adjusted for three-for-two stock split in 1972.

2. The calculation of "net income per share" figures is based upon the following number of shares (000's):

For primary earnings per share . . . . .	1,654	1,763	1,819	1,817	1,808
For fully diluted earnings per share . . . . .	1,674	1,791	1,856	1,854	1,845



## Management's discussion and analysis of the summary of operations

Fee and commission income reached new highs in 1973 and 1974, increasing by 19.4 percent and 10.0 percent respectively. In 1973, the acquisition of S T B accounted for almost half of the increase. The remaining increases in 1973 and 1974 arose from new accounts and increased income from existing accounts. In 1973, fee and commission income of all subsidiaries increased, except the U.K. which was down marginally due to the sale of two subsidiaries. In 1974, fee and commission income increased in all but three subsidiaries.

Other income, net, increased 50.5 percent in 1973 and 6.3 percent in 1974. The increase in 1973 arose primarily from increased interest on short-term investments and increased cash discounts. In 1974, the increase was due to dividend income from our investment in Reed & Smith, an integrated paper, printing and advertising company. This investment resulted from the December 1973 sale of our interest in Partridge & Love to Reed & Smith for stock in that company.

The total of salaries and other employee benefits, office and general expenses and depreciation and amortization remained relatively constant as a percentage of total income during 1973 and 1974. Increased interest expense in 1973 was

caused mainly by the inclusion of S T B overdrafts and the increased use of overdrafts in the U.K. and Brazil, coupled with increased interest rates in the latter part of the year. In 1974, the increase in interest costs was attributable to a further increase in overdraft use by our Brazilian subsidiary. Minority interests, in 1973, were adversely affected by losses in S T B prior to our acquisition of 100 percent of that company.

Provisions for taxes on income were 54.3 percent in 1973 and 58.5 percent in 1974. The effective rate increase in 1974 was mainly due to the increased tax rate in the U.K. and several other countries.

Equity in net earnings of foreign associated companies increased by 140.6 percent in 1973 due to the inclusion of our proportionate share of the net earnings of such companies in the U.K. and Denmark, and improvement in earnings of our South African associate. The decrease of 29.4 percent in equity earnings in 1974 resulted principally from the sale in December 1973 of our interest in Partridge & Love.

Net income increased by 12.2 percent in 1973 and 10.0 percent in 1974 as a result of the foregoing changes.

A copy of the company's 1974 Form 10-K Annual Report to the Securities and Exchange Commission may be obtained by writing to:

Mr. Shelby H. Page, Secretary  
Ogilvy & Mather International Inc.  
2 East 48th Street  
New York, New York 10017

# Ogilvy & Mather International Inc.

## Consolidated balance sheet

Assets	December 31,	
	1974	1973
<b>Current Assets</b>		
Cash and temporary investments .....	\$ 8,355,293	\$ 5,684,616
Client accounts receivable, less allowance for estimated uncollectible accounts (\$559,540 in 1974 and \$438,412 in 1973) ...	70,328,283	63,061,303
Other accounts receivable .....	2,478,855	2,236,536
Expenditures billable to clients .....	6,121,391	5,295,794
Prepaid expenses and other current assets .....	1,865,352	1,289,955
<b>Total current assets</b> .....	<b>89,149,174</b>	<b>77,568,204</b>
<b>Fixed Assets, at cost</b>		
Furniture, fixtures and equipment .....	9,201,097	8,072,124
Leasehold improvements .....	5,375,350	4,595,922
	14,576,447	12,668,046
Less accumulated depreciation and amortization .....	7,158,778	6,022,681
	7,417,669	6,645,365
<b>Investments in foreign associated companies</b> .....	<b>2,005,053</b>	<b>2,069,019</b>
<b>Excess of investments in consolidated companies over net assets acquired</b> .....	<b>5,602,694</b>	<b>5,671,974</b>
<b>Deferred charges and other assets</b> .....	<b>2,640,338</b>	<b>2,510,677</b>
	<b>\$106,814,928</b>	<b>\$94,465,239</b>

The accompanying notes are an integral part of these statements.



## Liabilities and Stockholders' Equity

December 31,

1974 1973

### Current Liabilities

Accounts payable . . . . .	\$ 45,472,342	\$40,708,012
Accrued expenses and other liabilities . . . . .	9,559,304	7,813,500
Bank loans . . . . .	5,520,311	5,976,290
Income taxes . . . . .	5,300,235	4,496,180
Payroll and miscellaneous taxes . . . . .	2,066,073	1,989,773
Amounts payable to profit sharing and pension plans . . . . .	1,843,566	1,649,192
<b>Total current liabilities . . . . .</b>	<b>69,761,831</b>	<b>62,632,947</b>

Retirement and severance reserves . . . . .	4,075,060	3,610,632
Long-term debt . . . . .	2,068,800	2,081,000
Reserve for foreign operations . . . . .	826,976	274,861
Other long-term liabilities . . . . .	617,314	562,205
Minority interests . . . . .	824,288	550,386

### Stockholders' Equity

Common stock \$2 par value:		
Authorized—4,000,000 shares (Issued 1,807,883 shares in 1974 and 1,807,358 shares in 1973) . . . . .	3,615,766	3,614,716
Paid-in surplus . . . . .	1,627,579	1,621,657
Retained earnings . . . . .	23,439,502	19,518,515
	28,682,847	24,754,888
Less—Treasury stock, at cost (3,210 shares in 1974 and 150 shares in 1973) . . . . .	42,188	1,680
	28,640,659	24,753,208
	<u>\$106,814,928</u>	<u>\$94,465,239</u>

The accompanying notes are an integral part of these statements.

# Ogilvy & Mather International Inc.

## Consolidated statement of income and retained earnings

For the years ended December 31, 1974 and 1973

	1974	1973
<b>Income</b>		
Fee and commission income .....	\$83,295,864	\$75,731,932
Direct marketing sales .....	2,834,306	
Other income, net .....	1,797,449	1,689,820
	<u>87,927,619</u>	<u>77,421,752</u>
<b>Expenses</b>		
Salaries and other employee benefits .....	50,543,945	45,632,854
Office and general .....	21,902,351	19,454,586
Depreciation and amortization .....	1,690,562	1,451,894
Interest .....	916,254	754,223
Minority interests .....	289,817	(1,817)
	<u>75,342,929</u>	<u>67,291,740</u>
<b>Income Before Taxes on Income</b> .....	12,584,690	10,130,012
Provision for taxes on income:		
Domestic		
Federal .....	2,540,559	1,768,055
State and city .....	912,648	686,655
Foreign .....	3,908,495	3,050,559
	<u>7,361,702</u>	<u>5,505,269</u>
	5,222,988	4,624,743
<b>Equity in net earnings of foreign associated companies</b> .....	242,107	342,931
<b>Net Income</b> .....	5,465,095	4,967,674
<b>Retained Earnings, Beginning of Year</b> .....	19,518,515	15,643,728
	24,983,610	20,611,402
Dividends paid .....	1,544,108	1,092,887
<b>Retained Earnings, End of Year</b> .....	<u>\$23,439,502</u>	<u>\$19,518,515</u>
<b>Per Share of Common Stock:</b>		
Primary earnings per share .....	<u>\$3.02</u>	<u>\$2.73</u>
Fully diluted earnings per share .....	<u>\$2.98</u>	<u>\$2.70</u>
Dividends .....	<u>\$ .85½</u>	<u>\$ .61</u>

The accompanying notes are an integral part of these statements.



### Investments in foreign associated companies:

The company accounts for certain less than majority-owned companies on the equity method. As of December 31, 1974 and 1973 the carrying value of these investments exceeded the company's share of their underlying net assets by approximately \$652,000 and \$620,000 respectively.

### Excess of investments in consolidated companies over net assets acquired (Goodwill):

All goodwill arising after October 31, 1970 is being amortized on the straight-line method over its estimated useful life, but not in excess of forty years (as of December 31, 1974 and 1973, \$4,585,369 and \$4,654,649 respectively after accumulated amortization of \$334,742 and \$199,371).

### Earnings per share:

Primary earnings per share is based on the weighted average number of common shares and common equivalent shares outstanding during each year. Common equivalent shares include shares under option, and, in 1973, 8,250 shares held in escrow.

Fully diluted earnings per share is based on the weighted average number of common shares and common equivalent shares outstanding during the year and the dilutive effect of the issuance of 37,086 shares on conversion of 8 percent notes. For this calculation the after-tax effect of interest expense applicable to the convertible debt has been added to net income.

### Note 2—Acquisitions and Divestments:

On May 1, 1974, Hodes-Daniel Company, Inc., a newly formed 60 percent owned subsidiary, acquired the Hodes-Daniel Division of Cordura Corp. for \$820,000 in cash, and additional future payments of \$200,000. The company's Thai subsidiary acquired the business and assets of Inter-Asian Publicity Co. Ltd. on September 1, 1974 for \$84,139.

These acquisitions have been accounted for by the purchase method of accounting and therefore their results of operations have been included in the Consolidated Statement of Income from the respective dates of acquisition.

On January 4, 1973 the company purchased a one-third interest in A. B. Svenska Telegrambyran (STB), for \$228,686. On April 11, 1973 the remaining shares of STB, which operated at a loss in 1972, were purchased for \$185,773, and additional funds of \$450,000 were subsequently advanced. In December 1973, the company also purchased a minority interest in a Spanish advertising agency.

The following table summarizes the combined results of operations on a pro forma basis as though these businesses were consolidated with the company and its subsidiaries as of January 1, 1973.

	1974	1973
Commissions, fees and other income.....	\$89,373,630	\$81,831,252
Net income .....	\$ 5,409,402	\$ 4,748,372
Net income per share (primary).....	\$2.99	\$2.61
Net income per share (fully diluted).....	\$2.95	\$2.58

As of December 31, 1972 the company's British subsidiary sold all of its stock holdings in two United Kingdom advertising agencies which had been part of the S. H. Benson Group of companies purchased in October 1971. The sale was for cash and stock of Partridge & Love (Holdings) Ltd., the purchasing company, with possible additional payments due in 1973 and 1974. On December 10, 1973 all of the stock in Partridge & Love (Holdings) Ltd. was sold to Reed & Smith Ltd. for cash of \$1,060,913 and shares of Reed & Smith valued at \$400,823. In addition, \$276,845 was received as consideration for the contingent payments due under the terms of the prior sales agreement. The net gain on

these transactions amounted to \$755,976 after tax provisions amounting to \$257,725. Effective December 31, 1973 the shares of Ogilvy Benson & Mather (Nigeria) Ltd. were sold to a group of Nigerian investors at net asset value.

After provision for probable losses on amounts due from or investments in four foreign associated agencies, and in consideration of the company's substantial foreign investments, the remaining net after-tax gain from the foregoing transactions, amounting to \$210,903, has been included in the reserve for foreign operations.

### Note 3—Short-Term Bank Loans and Long-Term Debt:

Short-term bank loans are comprised primarily of overdraft facilities which certain of the company's foreign subsidiaries have with local banks. These borrowings are in some cases collateralized by client receivables and, where required, the company has guaranteed the payment of these obligations. During 1974, certain of the company's domestic subsidiaries established bank lines of credit aggregating \$3,500,000 and at December 31, 1974, \$200,000 was outstanding thereunder.

The average interest rate on all short-term bank loans outstanding at December 31, 1974 was 14.9 percent, which approximates the weighted average month-end interest rate during the year. The maximum amount of these loans at the end of any quarter of 1974 was \$6,527,000 and the approximate average month-end balance was \$5,502,000.

Long-term debt outstanding at December 31 consists of the following:

	1974	1973
By the company:		
Debentures, 6 percent, due 1975 to 1979 .....	\$ 811,000	\$ 811,000
By foreign subsidiaries:		
Convertible notes, 8 percent, due 1981 .....	1,020,000	1,020,000
Bank loans due 1975 to 1978 (Maximum interest rate 2.5 percent over New York prime rate.) .....	560,000	250,000
	<u>1,580,000</u>	<u>1,270,000</u>
Total long-term debt .....	2,391,000	2,081,000
Less: Amounts due within 1 year included in accrued expenses and other liabilities .....	322,200	
	<u>\$2,068,800</u>	<u>\$2,081,000</u>

The company has the right to redeem all or part of the 6 percent debentures at par plus various premiums. Under the terms of the debentures, certain restrictions are placed on the payment of cash dividends; at December 31, 1974 approximately \$16,169,000 of consolidated retained earnings was not restricted.

On October 1, 1971 the company's UK subsidiary acquired the business and assets of S. H. Benson Ltd. for cash and \$1,020,000 in 8 percent notes which are convertible at the option of the holder into 37,086 shares of the company's common stock. The notes are redeemable from time to time after June 30, 1976 at par plus various premiums.

Long-term debt payments due within the next five years are as follows:

1975	\$322,200
1976	292,200
1977	242,200
1978	352,200
1979	162,200

# Statement of changes in consolidated financial position

	1974	1973*
<b>Sources of Financial Resources</b>		
Net income . . . . .	\$ 5,465,095	\$ 4,967,674
Depreciation and amortization . . . . .	1,690,562	1,451,894
Retirement and severance provisions . . . . .	866,536	645,437
Minority interests . . . . .	289,817	(1,817)
Equity in undistributed earnings of associated companies . . . . .	(133,607)	(279,274)
Deferred income tax benefits . . . . .	(149,781)	(108,898)
Working capital provided from operations . . . . .	8,028,622	6,675,016
Acquired businesses—		
Working capital . . . . .	637,220	287,932
Liability for future payments . . . . .	200,000	
Market value of capital stock issued . . . . .		125,828
Proceeds from sale of businesses . . . . .		1,738,581
Realignment of foreign currencies . . . . .	495,280	63,958
Increase in long-term debt . . . . .	310,000	
Proceeds from sale of miscellaneous assets . . . . .	110,585	254,392
Decreases in other assets . . . . .	196,142	
Proceeds from exercise of stock options . . . . .	6,972	314,923
	<u>9,984,821</u>	<u>9,460,630</u>
<b>Uses of Financial Resources</b>		
Purchases of fixed assets . . . . .	2,024,713	2,773,820
Dividends . . . . .	1,544,108	1,092,887
Costs of acquisitions . . . . .	1,183,939	414,459
Increases in other assets . . . . .		787,045
Reserves for advances to and investments in foreign associated companies and for foreign operations . . . . .		755,976
Retirement and severance payments . . . . .	402,108	270,330
Reduction in long-term debt . . . . .	322,200	
Working capital of business sold . . . . .		191,713
Other . . . . .	55,667	124,458
	<u>5,532,735</u>	<u>6,410,688</u>
Net increase in working capital . . . . .	<u>\$ 4,452,086</u>	<u>\$ 3,049,942</u>
<b>Analysis of Changes in Working Capital</b>		
Increase (decrease) in current assets:		
Cash and temporary investments . . . . .	\$ 2,670,677	\$(2,302,576)
Client accounts receivable, net . . . . .	7,266,980	18,411,577
Expenditures billable to clients . . . . .	825,597	510,409
Other accounts receivable and other current assets . . . . .	817,716	473,939
	<u>11,580,970</u>	<u>17,093,349</u>
Increase (decrease) in current liabilities:		
Accounts payable . . . . .	4,764,330	7,345,005
Accrued liabilities and other payables . . . . .	2,016,478	4,161,443
Bank loans . . . . .	(455,979)	1,965,486
Income taxes . . . . .	804,055	571,473
	<u>7,128,884</u>	<u>14,043,407</u>
Increase in working capital . . . . .	<u>\$ 4,452,086</u>	<u>\$ 3,049,942</u>

The accompanying notes are an integral part of these statements.

\*Reclassified for comparative purposes.



# Distribution of net assets, capitalized billings and net income of operating agencies

	United States	United Kingdom	Europe, Canada, Australia New Zealand South America Africa Southeast Asia
Current assets .....	\$ 35,128,718	\$ 21,772,260	\$ 33,306,710
Current liabilities .....	(27,234,127)	(16,307,620)	(27,711,000)
Other assets, net .....	\$ 4,312,532	834,187	1,675,042
Net Assets — 1974 .....	\$ 12,207,123*	\$ 6,298,827	\$ 7,270,680
Net Assets — 1973 .....	\$ 10,069,442*	\$ 5,492,962	\$ 5,193,040
Capitalized Billings — 1974 .....	\$229,645,018	\$109,710,668	\$183,453,980
Capitalized Billings — 1973 .....	\$203,672,312	\$108,624,665	\$163,996,500
Net Income — 1974 .....	\$ 3,091,432*	\$ 1,748,937	\$ 814,044
Net Income — 1973 .....	\$ 2,326,566*	\$ 1,752,524	\$ 1,017,710

\*Exclusive of parent holding company net assets of \$2,864,028 and \$3,997,758, and net expenses of \$189,318 and \$129,129 in 1974 and 1973 respectively.

## Notes to consolidated financial statements

### Note 1 — Significant Accounting Policies:

#### Principles of consolidation:

The consolidated financial statements include the accounts of the company and all majority-owned companies and the company's share of the earnings of associated companies accounted for on the equity method.

#### Translation of foreign currency accounts:

Foreign currency accounts have been translated into United States dollars generally as follows:

- Current assets and liabilities at the year-end rates,
- Non-current assets, non-current liabilities and capital at historical rates,
- Profit and loss items except depreciation and amortization at the average rate for the year and
- Depreciation and amortization at historical rates.

Unrealized gains and losses arising from translation of foreign accounts are credited or charged to the reserve for foreign operations, whereas realized gains and losses are recognized currently.

#### Recognition of fee and commission income:

Advertising fees and commissions represent the principal source

of income derived from advertising placed with various forms of media and from advertising production costs billed to clients. In general, income is recognized when billed to clients and payment is received. Production costs are expensed as incurred. In accordance with prevailing industry practice gross billings are capitalized by multiplying net billings and commissions by 6.67, except for the Scandinavian subsidiary for which actual billings are reported.

#### Income taxes:

Provision has been made in the income statement for deferred income taxes where timing differences exist between the reporting of transactions for tax and financial statement purposes. In the balance sheet, deferred taxes are classified as non-current.

#### Fixed assets and depreciation and amortization:

Depreciation of furniture, fixtures and equipment is provided by charges to income using the straight-line and sum of the years digits methods over estimated useful lives ranging generally from 4 to 10 years. Amortization of leasehold improvements is provided over the terms of the related leases.

Major expenditures for renewals and betterments are capitalized and repairs and maintenance are charged to income currently. When fixed assets are sold or retired both the cost and the related depreciation are removed from the accounts and any gain or loss on the transaction is included in income.

#### Note 4—Income Taxes:

Income tax expense includes provisions for deferred federal and foreign income tax benefits of \$149,781 in 1974 and \$108,898 in 1973.

The provision for deferred tax benefit represents the net future tax effect of timing differences between financial and tax reporting of certain employment expenses and the company's equity in unremitted earnings of certain foreign associated companies.

Unremitted earnings of foreign subsidiaries which are permanently reinvested for working capital and other requirements, exclusive of those amounts which if remitted would result in little or no such tax by operation of relevant statutes currently in effect and by utilization of available tax credits and deductions, aggregated \$10,544,000 at December 31, 1974.

#### Note 5—Foreign Operations:

In 1974 net realized exchange gains of \$12,178 (1973—\$45,168) were credited to other income. Net unrealized gains of \$495,280 (1973—\$63,958) arising from translation of foreign accounts and net credits of \$56,835 (1973—\$210,903) resulting from the sale of certain foreign investments were included in the reserve for foreign operations.

If translated at year-end rates, non-current payables would increase by \$539,245 and non-current receivables would decrease by \$80,789.

#### Note 6—Common Stock and Paid-in Surplus:

The company has three qualified stock option plans ratified by the shareholders in 1966, 1968 and 1972. Under the 1972 plan options to purchase up to an aggregate of 75,000 shares could be granted to officers and key employees of the company and its subsidiaries at prices equal to 100 percent of the market value on the date of grant. The 1972 plan also provides that "nonqualified" options may be issued, in which case the option price per share to be fixed by the Board of Directors may not be less than 50 percent of the market value on the date of grant. The right to grant options under the 1972 plan will expire on April 30, 1977. Options issued under this plan are exercisable in installments at various times and expire no later than the tenth anniversary of the date of grant. Under the 1966 and 1968 plans, options were granted at market value on the date of grant and are exercisable on a pro rata basis over a four-year period commencing one year from date of grant and expire five years from the date of grant. The right to grant options under these plans has expired.

During 1974, options for 55,900 shares were granted at 100 percent of the fair market value on the date of grant. Options for 525 shares were exercised and options for 50,064 shares were cancelled, lapsed or expired. Of the options granted during 1974, 40,900 were substitute options issued at an option price of \$16.25 to replace options granted during 1972 at a price of \$36.00. The granting of these options is subject to stockholder approval at the 1975 Annual Stockholders' Meeting.

At December 31, 1974 options for 99,397 shares at prices ranging from \$10.33½ to \$47.00 were outstanding of which 36,474 were exercisable and 13,600 shares remained available for grant.

Paid-in surplus in 1974 has been increased by \$5,922 (1973—\$269,907), the excess of the proceeds received from exercise of stock options over the par value of those shares. In 1973 it was also increased by \$109,328, the excess of the market value of the 8,250 shares released from escrow, under the provisions of an acquisition agreement, over the par value of the shares issued and by \$5,195, the tax benefit obtained by the company from the premature sales of option stock by holders thereof.

#### Note 7—Pension and Profit Sharing Plans:

Certain of the company's subsidiaries have pension and/or profit sharing plans for the benefit of their employees. In 1974 the cost of these plans amounted to \$3,145,421 (\$2,903,490 in 1973). Fund assets and book reserves exceeded vested benefits of all plans.

#### Note 8—Leases and Other Commitments:

Rental expense on leases in effect during 1974 and 1973 were \$5,005,882 and \$4,356,093 after reduction of \$626,179 and \$507,088 for sublease income in the respective years. Minimum rental commitments under all noncancellable leases in effect at December 31, 1974 were as follows:

	Net Expense	Sublease Income
1975—	\$ 4,743,346	\$ 591,522
1976—	\$ 4,411,565	\$ 587,769
1977—	\$ 3,713,759	\$ 580,228
1978—	\$ 3,547,095	\$ 579,953
1979—	\$ 3,312,480	\$ 579,953
1980/1984—	\$12,747,197	\$2,827,748
1985/1989—	\$10,477,360	\$1,508,114
1990/1994—	\$ 5,011,096	

The company is obligated to purchase the remaining interest in Heumann, Ogilvy & Mather and in Van Maanen Ogilvy & Mather B.V. should the minority interests so elect.

### Report of Independent Accountants

To the Board of Directors and Stockholders  
of Ogilvy & Mather International Inc.

60 Broad Street  
New York, N.Y. 10004

In our opinion, the consolidated financial statements appearing on pages 10 to 16 present fairly the financial position of Ogilvy & Mather International Inc. and its subsidiaries at December 31, 1974 and 1973, the results of their operations and the changes in financial position for the years then ended, in conformity with generally accepted accounting principles consistently applied. Our examinations of these statements were made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

March 7, 1975

PRICE WATERHOUSE & CO.



# We have offices in 30 countries

**New York**

Ogilvy & Mather Inc.  
2 East 48th Street

**Houston**

2600 Two Shell Plaza

**Los Angeles**

5900 Wilshire Boulevard

**Toronto**

Ogilvy & Mather (Canada) Ltd.  
100 University Avenue

**Montreal**

Place du Canada

**Mexico City**

Panamericana de Publicidad S.A.  
Paseo de la Reforma 133-Piso 14

**London**

Ogilvy Benson & Mather Ltd.  
Brettenham House  
Lancaster Place

**Glasgow**

Ogilvy & Mather (Scotland) Ltd.  
Ashley House  
181-195 West George Street

**Frankfurt**

Heumann, Ogilvy & Mather G.m.b.H. & Co.  
Haus am Hainerweg  
Hainerweg 15

**Vienna**

Ogilvy & Mather Ges.m.b.H.  
Ferdinandstrasse 4

**Amsterdam**

Ogilvy & Mather B.V.  
Westerdokhuis, Barentszplein 7

**Brussels**

Ogilvy & Mather S.A.  
Avenue Leo Errera 47

**Paris**

Ogilvy & Mather International Inc.  
36 rue Brunel

**Milan**

Ogilvy & Mather S.p.A.  
Piazza Santa Maria Beltrade 1

**Madrid**

Publicidad y Marketing  
J. T. Fernandez S.A.  
Zurbano, 92

**Stockholm**

STB AB Svenska Telegrambyrå  
Kungsgatan 18

**Linköping**

Storgatan 8-10

**Gothenburg**

Folkurigagatan 20

**Karlstad**

Alugatan 11

**Malmö**

Rundelsgatan 16

**Oslo**

STB Reklamebyrå A/S  
Meltzersgate 4

**Helsinki**

Oy STB Mainos Ab  
Keskuskatu 1

**Copenhagen**

Harlang, Toksvig & STB  
Reklamebureau AS  
Martinsvej 7-9

**Nairobi**

Ogilvy & Mather (Eastern Africa) Ltd.  
Lugard House, P.O. Box 30280

**Lagos**

Ogilvy Benson & Mather (Nigeria) Ltd.  
Investment House, P.O. Box 2125  
Yakubu Gowon Street

**Johannesburg**

Van Zijl and Schultze,  
Lund and Tredoux (Pty.) Ltd.  
Music Centre, 124 President Street

**Bombay**

Ogilvy Benson & Mather Private Ltd.  
Steelcrete House  
Dinsha Wacha Road

**Calcutta**

1 Auckland Place

**Madras**

3/18 Mount Road

**New Delhi**

Allahabad Bank Bldg.  
17 Parliament Street

**Kuala Lumpur**

Ogilvy & Mather (Malaysia) Sdn. Bhd.  
Balai Berita, 31 Jalan Riong

**Singapore**

Ogilvy & Mather (Singapore) Pte. Ltd.  
16c Cecil Street

**Hong Kong**

Ogilvy & Mather (Hong Kong) Pte. Ltd.  
20 Queen's Road Central

**Bangkok**

Ogilvy & Mather (Thailand) Ltd.  
Rolibec Bldg., 4th Floor  
285 Convent Road

**Jakarta**

P.T. Indo-Ad  
Jalan Melawai VI/27 Kebayoran Baru

**Melbourne**

Ogilvy & Mather (Australia) Pty. Ltd.  
566 St. Kilda Road

**Sydney**

132 Arthur Street, North Sydney

**Perth**

64 Thomas Street, West Perth

**Adelaide**

147 Ward Street

**Brisbane (Fortitude Valley)**

Fashion Valley Center, Brunswick Street

**Wellington**

Ogilvy & Mather (New Zealand) Ltd.  
World Trade Center  
Sturdee Street

**Auckland**

60 Parnell Road

**São Paulo**

Standard Ogilvy & Mather S.A.  
Alameda Joaquim Eugênio de Lima 616

**Rio de Janeiro**

Rua São Clemente 253, Botafogo

**Pôrto Alegre**

Av. José Bonifácio 581

**Buenos Aires**

Ortiz, Scopesi y Cia.  
Cerrito 264, 6 Piso

**Bogotá**

Ponce de Leon Publicidad S.A.  
Carrera 10-No. 19-64, Pisos 12/13

**Caracas**

CORPA C.A.  
Torre Phelps, Plaza Venezuela

## DIRECTORS

Michael J. Ball, Executive Director, International

James Benson, Vice Chairman

Henry P. Bernhard, Vice Chairman, Ogilvy & Mather Inc., New York

John Elliott, Jr., Chairman

Charles Fredericks, Jr., Executive Vice President, Ogilvy & Mather Inc., New York

Dieter Karp, Managing Director, Heumann, Ogilvy & Mather G.m.b.H. & Co., Frankfurt

Andrew G. Kershaw, Vice Chairman and Chairman, Ogilvy & Mather Inc., New York

George N. Lindsay, Partner, Debevoise, Plimpton, Lyons & Gates, Legal Firm

Paul L. Miller, President, The First Boston Corporation, Investment Bankers

David Ogilvy, Creative Head, International

Shelby H. Page, Secretary-Treasurer and Senior Vice President, Ogilvy & Mather Inc., New York

William E. Phillips, President, Ogilvy & Mather Inc., New York

A. A. Ross, Chairman, Ogilvy Benson & Mather Ltd., London

## OFFICERS

John Elliott, Jr., Chairman

James Benson, Vice Chairman

Andrew G. Kershaw, Vice Chairman

Shelby H. Page, Secretary-Treasurer

John O. Nettleton, Assistant Secretary-Treasurer

John P. Gill, Controller

Debevoise, Plimpton, Lyons & Gates, Counsel

Price Waterhouse & Co., Independent Accountants

Morgan Guaranty Trust Company of New York, Transfer Agent

Manufacturers Hanover Trust Company, Registrar



# Ogilvy & Mather Clients: United States

## NEW YORK

AMERICAN EXPRESS  
AVON PRODUCTS  
THE BOWERY SAVINGS BANK  
BRITISH TOURIST AUTHORITY  
CALGON CONSUMER PRODUCTS  
New products  
CAMPBELL SOUP COMPANY  
Swanson products, Pepperidge Farm products, new products  
CESSNA AIRCRAFT COMPANY  
Commercial Jet Division  
CHESEBROUGH-POND'S  
Vaseline Hemorrhoid ointment, Q-tips cotton swabs, new products  
CITY INVESTING COMPANY  
COMMONWEALTH OF PUERTO RICO  
Economic Development, Rums of Puerto Rico, Tourism  
COTTON INCORPORATED  
CUNARD LINE  
EX-LAX, INC.  
FIDELCOR  
The Fidelity Bank, corporate  
GENERAL CIGAR CO., INC.  
Robt. Burns Cigars, Tijuana Smalls  
GENERAL FOODS  
Maxwell House, Instant Maxwell House, Decaffeinated Instant Maxwell House, Electra-Perk, Maxim, Max-Pax coffees; Shake 'n Bake, Batter 'n Bake seasoned coating mixes; Good Seasons salad dressing mixes; Open Pit barbecue sauce; Prime, Gaines Meal dog foods; Lean Strips textured protein strips; Burger Chef restaurants; Burpee seeds; new products  
GLAMORENE PRODUCTS  
Glamorene Rug Shampoo, Spray 'n Vac, Drain Power, new products  
GREAT ADVENTURE  
HERSHEY FOODS  
Chocolate and Confectionery Division

INTERNATIONAL NICKEL  
INTERNATIONAL PAPER  
S. C. JOHNSON  
Big Wally, Favor, Glade, Klear, new products  
KLM ROYAL DUTCH AIRLINES  
LEVER BROTHERS  
Dove, Lucky Whip, Final Touch, Imperial Margarine, Dove-for-Dishes, Aim, Pears Soap, new products  
LONGINES-WITTNAUER WATCH COMPANY  
Atmos Clocks, Jaeger-Le Coultre, Jubilee, Longines, Wittnauer  
MENLEY & JAMES  
Contac, Contac Nasal Mist, Sine-Off Tablets, Sine-Off Sinus Spray, A.R.M. Allergy Relief Medicine, C-3, new products  
MERCEDES-BENZ OF NORTH AMERICA  
MERRILL LYNCH & CO.  
NATIONAL DISTILLERS  
Old Crow Bourbon, Crow Light Whiskey, Munson Shaw wines  
NATIONWIDE INSURANCE COMPANIES  
OWENS-CORNING FIBERGLAS  
PANASONIC  
Car stereo products, office equipment, video cassettes and cameras, batteries, industrial products, corporate  
SEARS, ROEBUCK AND CO.  
Major appliances, home fashions, color television, junior fashions, New York Group  
STEBUEN GLASS  
TORO  
Power lawn mowers, snowthrowers, lawn maintenance equipment  
UNIROYAL  
Tires  
UNION CARBIDE  
Prestone II coolant, car care products

## HOUSTON

ARMCO STEEL  
COOPER INDUSTRIES  
HOUSTON GRAND OPERA  
HOUSTON LIGHTING & POWER  
OPRYLAND U.S.A.  
RAYMOND INTERNATIONAL  
SHELL CHEMICAL COMPANY  
SHELL OIL COMPANY  
THE WOODLANDS DEVELOPMENT CORPORATION

## LOS ANGELES

AMERICAN SONG FESTIVAL  
International songwriting competition  
BASKIN-ROBBINS  
"31 Flavors" Ice Cream Stores  
BEAR MOUNTAIN WINERY  
M. Lamont table wines  
COBBLERS  
Women's shoes  
FAIRCHILD SEMICONDUCTORS  
Solid state devices and sub-systems  
MATTEL  
Toys  
MCA RECREATION SERVICES  
Universal Studios tours, Yosemite Park and Curry Company  
MUNSINGWEAR  
Men's wear  
PONDER & BEST  
Pocket cameras  
SHELL CHEMICAL  
No-Pest Strip, aerosol insecticides  
VASSARETTE  
Women's intimate apparel





# Panamericana de Publicidad Clients: Mexico

## MEXICO CITY

ACEITE CASA  
Sweet oil

ACEROS ESMALTADOS  
Acros gas stoves, electric refrigerators

AMERICAN EXPRESS  
Travel Division

ANUNCIOS EN DIRECTORIOS  
Yellow Pages Telephone Book

AVON COSMETICS

BANCO INTERNACIONAL  
Banking operations

BEECHAM  
Brylcreem, Scott Emulsion, Eno antacid,  
Mistral deodorant, Free & Lovely shampoo,  
new products

BEIERSDORF  
Nivea products

BRITISH TOURIST AUTHORITY

CIGARROS EL AGUILA  
Capri, Lido, Riviera, Sport, Viceroy,  
Record cigarettes

CINZANO  
Cinzano vermouth

THE COCA COLA EXPORT CORP.  
Fanta, Sprite, Salta soft drinks,  
new products

COMPAÑIA NESTLÉ  
Maggi products, Crosse & Blackwell  
sauce, Muselfin, Decaf, Quick, La Lechera

CORDON REAL  
Brandy, new products

DESTILBY  
Smirnoff vodka, Gilbey's gin

DISTRIBUIDORA ATLANTIDA  
White Label whisky, Ancestor's whisky,  
Bisquit cognac

DUBONNET  
Dubonnet liquor

GARZA-GAS  
Domestic gas

HOME PRODUCTS  
Kolynos, Black Flag, 3 en 1 furniture  
polish and lubricating oil, Sperti, Dristan,  
Anacin, Easy-Off, Griffin, Bon-Ami  
powder cleansers, detergents and light-  
duty detergents, Wizard household  
cleaners, Tim diaper detergents,  
Nocaut insecticide

INDUSTRIAS ALIMENTICIAS  
CLUB  
Cheeses, Yoghurts

KLM (CIA. REAL HOLANDESA DE  
AVIACION)

KOBLENZ ELECTRICA  
Vacuum cleaners, electric power  
adjusters, floor polishers

LEVI'S STRAUSS DE MEXICO  
Jeans

LOPEZ MONTES Y MESTAS  
House and hospital metal furniture

MENLEY & JAMES  
Contac, Iodex

RON CASTILLO  
Rum

UNIROYAL  
Tires

YARDLEY OF LONDON  
All products





# Ogilvy Benson & Mather Clients: United Kingdom

## LONDON

AGA KHAN  
Bloodstock

AIR CANADA

AMERICAN EXPRESS

AVON OVERSEAS  
Cosmetics

BASS CHARRINGTON  
Worthington E Beer, Lamot Lager, public houses, Toby Inns, new product development

BEECHAM PRODUCTS  
Midas foam bath, Hiltone hair products

BLACK & DECKER

BOVRIL  
Bovril, Marmite, Stock Maker, King Beef, Vending & Catering Division, new savoury and spread product developments

BRITISH GAS  
Cookers

BRITISH OXYGEN  
Sparklets

BRITISH POULTRY MEAT  
ASSOCIATION  
Chickens

BRITISH RAIL  
Eastern Region, Golden Rail

BRITISH STEEL CORPORATION  
National & International advertising, Special Steels Division

BRITISH TOURIST AUTHORITY

BRITISH TURKEY FEDERATION

CAMPAIGN FOR COMPANY PENSIONS

CAMPBELL'S SOUPS  
Soups, meatballs, vegetable juice, spaghetti sauces, new products

CANADA DRY  
Soft drinks

CENTRAL OFFICE OF INFORMATION  
Pedestrian road safety

CINZANO  
Bianco, Rosso, French Extra Dry, Brut, Asti Spumante and Marimont

FLOUR ADVISORY BUREAU  
Bread

GENERAL FOODS  
New product developments

GILLETTE  
Foamy, Paper Mate, Tempo, Techmatic, Tame, Casual, Right Guard, Feel Free, Foot Guard, Adorn, Dry Look, new product development

GLAXO-FARLEY FOODS  
Farlene, Farex, Farley's Baby Rice, Farley's Rusks, Farex Fingers, Sunny Start, new product development

IMPERIAL CHEMICAL INDUSTRIES  
Corporate, antiseptic products, baby toiletries plastics

INTERNATIONAL COMPUTERS  
Computers and related equipment

INTERNATIONAL PUBLISHING  
CORPORATION  
Daily Mirror, Sunday Mirror

LEGAL & GENERAL ASSURANCE  
SOCIETY

LONDON TRANSPORT EXECUTIVE

MERRILL LYNCH INTERNATIONAL

MILK MARKETING BOARD  
(and four other Statutory Boards)

3M UNITED KINGDOM

NATIONAL DAIRY COUNCIL AND  
DAIRY COUNCILS FOR NORTHERN  
IRELAND AND SCOTLAND  
Company of Scottish Cheesemakers

THE OBSERVER  
Newspaper and colour magazine

PALITOY

PEDIGREE PETFOODS  
Bounce, Mick, Lassie, Loyal, Swoop, Trill

JOHN PLAYER & SONS  
Medium Navy Cut, Gold Leaf, Gold Leaf Kings, No. 6, No. 6 Classic, No. 6 King Size, No. 6 Extra Mild, No. 10, Mild de Luxe, corporate, development products

PORVAIR  
Shoe upper material

RAVENHEAD COMPANY  
Ravenhead table glassware

REDIFFUSION CENTRAL SERVICES  
TV rentals and sales

RONSON PRODUCTS  
Lighters, Blowtorch, Camping Stove

ROWNTREE MACKINTOSH  
Aero, Toffee Crisp, Mint Cracknel, Nutty, Beech-Nut, Breakaway, Blue Riband, Sun-Pat products, cheese spreads, grocery and confectionery development products

J. SAINSBURY  
National and local advertising, freezer centres

H. SAMUEL  
Jewelry, watches

SHELL INTERNATIONAL PETROLEUM  
COMPANY  
International consultancy

SHELL MARKETING  
Petrol, motor oils, anti-freeze, car-care products, central heating, agricultural fuels and lubricants

SHELL MEX AND B.P.  
Paraffin

SMEDLEY-HP FOODS  
HP Sauce and Sweet Sauce, Daddies Sauce, Lea & Perrins Sauce, Lea & Perrins Curry Sauce, Smedley products, Epicure pickles, new development brands

SMITHS FOOD GROUP  
Smiths Crisps, Quavers, Chipitos, Smokees, new development products

SPINK AND SON  
Conservation coin collection

TEMANA  
Airbal

UNILEVER

BATCHELORS FOODS  
Canned vegetables, cooking aids, quick-dried peas and beans, pie fillings, squash, new product development

BOCM SILCOCK  
Animal feeding stuffs

LEVER BROTHERS  
Comfort, new product development

LEVER'S ZEEP-MAATSCHAPPIJ  
Comfort

UNILEVER EXPORT  
Surprise peas and beans, Astral cream, Pears Soap (Overseas)

VAN DEN BERGHS AND JURGENS  
Spry, Spry Crisp 'n Dry, development product

WALL'S MEAT COMPANY

UNIROYAL  
Tyres

WILLIAMS & GLYN'S BANK

WOOLWICH EQUITABLE BUILDING  
SOCIETY





# Heumann, Ogilvy & Mather Clients: Germany

## FRANKFURT

AEG-TELEFUNKEN

Power tools

AMERICAN EXPRESS

AVON

Corporate

BRITISH TOURIST AUTHORITY

BUNDESVERBAND DES DEUTSCHEN

GÜTERFERNVERKEHRS

Cooperative advertising for German truck owners

CAMPBELL'S SOUPS

Soups, V8 Vegetable Juice

COMMONWEALTH OF PUERTO RICO

ECONOMIC DEVELOPMENT

ADMINISTRATION

Advertising for industrial settlement

DAIMLER-BENZ

Mercedes-Benz vehicles, corporate

DEUTSCHE LUFTHANSA

Passenger, freight

DEUTSCHE SHELL

Shell gasoline, other automotive products and services

DEUTSCHE SHELL CHEMIE

Agro-chemical and industrial products

DEUTSCHE TAPETEN-WERBUNG

Corporate, sales promotion (wallpapers)

DEUTSCHER

VERKEHRSSICHERHEITSRAT

Autobahns safety campaign

EFFEM (Mars)

Pal dogfood, Kitekat and Katkins catfoods, new products

FAIRCHILD

Semiconductors

FERRERO

Mon Chéri, Ferrero Küsschen, Duplo

GENERAL FOODS

Maxwell Exquisit coffee, Reis-Fit, new products

GILLETTE DEUTSCHLAND

Gillette Super Silver and Rotbart razor blades, Techmatic razors, Dry Look hair conditioner, new products

HUSKY-SPRITZGIESS-SYSTEME

Plastic injection moulding machines

LINGNER+FISCHER (BEECHAM)

Toiletries

LÖWENBRÄU MÜNCHEN

Löwenbräu beer

MERRILL LYNCH INTERNATIONAL

DR. SCHIEFFER

Biolecit

SCHWEPPE

Tonic Water, Bitter Lemon, Ginger Ale, Soda, Bitter Orange, Grapefruit

SINGAPORE TOURIST PROMOTION

BOARD

Travel to Singapore

SOEHNLEIN RHEINGOLD KG

KELLEREIEN

J & B Whisky

TEMANA

Vapona insecticides, cleaning products, Airbal air-freshener, new products

UNILEVER

ELIDA-GIBBS

CD products, new products

LEVER SUNLICHT

Super Luzil washing powder, new products

UNION DEUTSCHE

LEBENSMITTELWERKE

Becel margarine, Becel oil, Palmin and

Palmin soft cooking fats

UNIROYAL

Tires

WASA

Crisp bread



# Ogilvy & Mather Clients: Austria

## VIENNA

AIR CANADA

AMERICAN EXPRESS

EBHART & HEROUT  
Margarine

EVIDENZBÜRO  
Austrian sugar

FEUDOR  
Lighters

GORENJE  
Household appliances

KIMBERLY-CLARK  
Kleenex

LONDON RUBBER  
Marigold household gloves, Ariel balloons

MASTER FOODS AUSTRIA  
Petfoods: Frolic, Loyal, Trill, Kitekat,  
Whiskas, Katkins, Chappi, Pal, Sam.  
Uncle Ben's Rice

MERCEDES-BENZ  
Cars, trucks

PHILIPS  
Philips Data Systems

PIRELLI  
Tires

REICHHOLD CHEMIE  
Varnishes, artificial resins

SCHWEPPES  
Bitter drinks, Fruit drinks

SHELL AUSTRIA  
Automotive, chemical, industrial products

SINGER  
Sewing machines

TEMANA  
Air freshener, insecticides

TEUBER  
Hella headlights

UNILEVER-ELIDA  
CD-Soap and Foam Bath,  
development projects

WIESENTHAL  
Mercedes-Benz cars

DR. ZACH  
Salt Sticks, development products





# Ogilvy & Mather Clients: Holland

## AMSTERDAM

AGAM

Mercedes-Benz

AMERICAN EXPRESS

Travelers Cheques, Credit Cards, travel

ANDREAS ZIEKENHUIS

Personnel recruitment

ANDRÉLON COSMETICS

Douche Fris shower foam, shampoos,  
hairsetting, hairspray, Nuance haircolour

AVON

Cosmetics

BARENDS

Campbell Soups, Tabasco, Sicilia

ALFRED BENZON

Benbits chewing gum, Natusan baby care  
products

KONINKLIJKE

DISTILLEERDERIJEN ERVEN

LUCAS BOLS

Claeryn, Wyjnand Fockinck, Joseph Guy,  
Bootz cognac, Tia Maria, Old Smuggler,  
John Jameson, A.M., Old Forester,  
Bootz liqueurs

BOVRIL

Marmite

BRITISH TOURIST AUTHORITY

Tourist promotion

CLING PEACH ADVISORY BOARD

Californian peaches, fruit cocktail

CO-OP MARKETING

Grocery chain

DAALDEROP

Household goods

DE DRIE HOVEN

Personnel recruitment

DUTCH RECORD COMPANY

Personnel recruitment

ETNA

Gas heaters, gas cookers

INSTITUTIONAL SHERRY CAMPAIGN

KAMPRI

Kitchen equipment

KORTMAN & SCHULTE (Akzo)

DuoBont/DuoWit detergents

MERRILL LYNCH PIERCE

FENNER & SMITH

NEDERLANDSE OMROEP STICHTING

Personnel recruitment

KONINKLIJKE BEDRIJVEN THEODORUS

NIEMEYER

Tobacco, shag, cigarettes, new products

NOORD-ZUID HOLLANDSE VERVOER

MAATSCHAPPIJ

Public transport company

P & O LINES

Shipping

PUEM

Personnel recruitment

RECKITT & COLMAN

Harpic, Steradent, Blue, Silvo, Brasso,  
Padawax, Vieto

SHELL NEDERLAND CHEMIE

SHELL NEDERLAND VERKOOP

MAATSCHAPPIJ

Automotive theme campaign, after market  
and local retail advertising

STICHTING ONDERWIJSFONDS V.D.

SCHEEPVAART

Training

STORK-AMSTERDAM

Personnel recruitment

SWARTBERG

LEVENS MIDDELEN FABRIEKEN

Personnel recruitment

UNILEVER

IGLO/OLA

Deepfrozen and ice products

UNIROYAL

Tires

UNIVERSITY OF AMSTERDAM

Personnel recruitment

VEILIG VERKEER NEDERLAND

Road safety

WINTHROP

Pharmaceutical products

WISSELINK'S TEXTIEL FABRIEKEN

Damai bed sheets





# Ogilvy & Mather Clients: Belgium

## BRUSSELS

AIR CANADA

AMERICAN EXPRESS

AVON PRODUCTS

BEBE-CONFORT/BABIDEAL

Baby accessories

BELDAN

Stimorol chewing gum

BRITISH TOURIST AUTHORITY

CAVENHAM

Bovril

CORONA

Insurance

D.F.D.S. SEAWAYS

FALI JACQUEMAIRE

Phosphatine, Fali, Blédine, Blédina,  
Jacmine, baby foods

GEVACO

Textile fabrics

KEYSER SELECTION

Personnel recruitment

KREDIETBANK

LOCAMION

Truck rental

MARLY

Additives

3M

Copying, Microfilms, Audiovisuals

MOTTE

Astralon, Lismeran

STUIFMEEL

TEMANA

New products

UNILEVER

HARTOG

Unox soups

IGLO-OLA

Ola ice cream

LEVER

Vigor, Comfort

UNIROYAL

Tires



# Ogilvy & Mather Clients: France

## PARIS

AIR CANADA

AMERICAN EXPRESS

Banking, Travelers Cheques, Cards, Travel

BEURRE DE BAIGNES

Butter

BISMUPHARM

Anti-acidity products

BONGRAIN GERARD

Tartare fresh cheese, new products

BRITISH TOURIST AUTHORITY

CHESEBROUGH-POND'S

Cutex, Q-tips

CIDER DISTILLERS BOARD

FACEL

Sponges

HANIMEX

Cameras

HINE

Cognac

HYGENA

Kitchens

INTERNATIONAL NICKEL

LABORATOIRES DUCRAY

LABORATOIRES FABRE

New products

MERCEDES-BENZ

Cars and trucks

EDITIONS ROMBALDI

Publishers

SLENDERTONE

Electric massage

SOPEXA (Soft Cheese Manufacturers Board)

UNILEVER

SAVONNERIES LEVER

Vigor industrial detergent,  
new products

UNIROYAL

Tires

VADEMECUM

Mouth care products

VAN HOUTEN AND ZOON

Chocolates

WASA

Crispbread





# Ogilvy & Mather Clients: Italy

## MILAN

AIR CANADA

AMERICAN EXPRESS BANK

AMERICAN EXPRESS CO. S.A.I.  
Travellers Cheques Division,  
Card Division

ASSESSORATO TURISMO  
COMUNICAZIONI E TRASPORTI  
REGIONE SICILIANA

AUTOSTAR  
Mercedes-Benz cars

AVON

BAYER  
Toiletry products

BRITISH TOURIST AUTHORITY

CAVENHAM FOODS  
Bovril, Marmite

CENTRO INFORMAZIONE FARINE  
E PANE  
Bread

CINZANO  
Vermouths: Bianco, Rosso, Amaro, Dry

CIPRIANI  
Hotel Group

COIMA  
Furniture

CORRIERE DELLA SERA  
Publishing group

ESTASIS  
Settees

GELSI  
Ice cream

I.C.I. SOLPLANT  
Plant protection

INTERNATIONAL FACTORS ITALIA  
(Banca Nazionale del Lavoro)  
Factoring

MERCEDES-BENZ ITALIA  
Trucks

MERRILL LYNCH PIERCE  
FENNER & SMITH

OTICON  
Hearing aids

ROGEL/SARGEL  
Ice cream

SCHWEPPES  
Soft drinks, Sis Cavallino Rosso brandy,  
Sis Grappa Montalba, Sis Vodka Moskovskaya

UNILEVER  
LEVER, DIVISIONE DELLA UNIL-IT  
New products

UNIROYAL  
Tires

WORLD WILDLIFE FUND





# Publicidad y Marketing J. T. Fernandez Clients: Spain

## MADRID

ARMSTRONG CORK  
Building materials

BENARES  
Building construction, real estate

BOYDEN ASSOCIATES  
Management consultants

BRITISH TOURIST AUTHORITY

GENERAL TIRE AND RUBBER  
Tires and rubber products

INTERNATIONAL MERCURY  
OUTBOARDS  
Outboard motors

ITT EUROPE  
Special projects

JOHN DEERE IBÉRICA  
Agricultural and industrial machinery

3M  
Consumer and industrial products

MONTAÑAR  
Building construction, real estate

RICHARD ELLIS  
Industrial estate agents

SEARS, ROEBUCK DE ESPAÑA  
Department stores

SINGER  
Sewing machines

SOUTHERN FERRIES  
Transportation

WESTINGHOUSE ELECTRIC  
Public relations, electric machinery

WOOLWORTH  
Variety stores



# STB Clients: \* Sweden

## STOCKHOLM

AIR CANADA  
AMERICAN EXPRESS  
BEECHAM  
Brylcreem, Badedas, new products  
BRITISH AIRWAYS  
Cargo  
BRITISH AMERICAN TOBACCO  
New products  
GENERAL FOODS  
Maxwell House, Premiär coffee, Post products,  
new products  
GENERAL MOTORS NORDISKA  
Vauxhall, Bedford  
REVLON  
Cosmetics  
SÄLJBOLAGET  
Broker; Fisons, Play Music, Borden  
SELARCO  
Ronson cigarette lighters  
SHELL  
SOHLMANS  
Music directories  
SVENSKA PENNINGLOTTERIET  
Swedish State Lottery  
TELEVERKET  
National Telecommunications  
Administration  
TEMANA  
New product development  
UNILEVER  
Comfort

## LINKÖPING

ALBIN MARIN  
Pleasure boats  
BERGVIK & ALA  
Pulp, board products  
BULTEN-KANTHAL  
Ramnäs Division  
GULLRINGSHUS  
Prefabricated houses  
LÄNSSTYRELSEN I  
ÖSTERGÖTLANDS LÄN  
Local community advertising  
MORGÅRDHAMMAR  
Heavy mining and rolling equipment

NIFE-JUNGNER  
Nickel cadmium batteries  
SAAB-SCANIA  
Institutional, aircraft, process control systems  
STAL-LAVAL  
Institutional, turbines, heat exchangers,  
refrigeration systems  
SVENSKA TELEMKANIK  
Electrical control equipment

## GOTHENBURG

AUSTIN REED/STRÖMS  
Men's wear stores  
AVON COSMETICS  
BALLOGRAF  
Ballpens  
BIL & TRUCK  
Volvo distributor  
CIBA-GEIGY  
Resyl  
CITRUS MARKETING BOARD  
OF ISRAEL  
DU PONT DE NEMOURS  
INTERNATIONAL  
Textile fibres, Teflon  
ELSPIRALER  
Tylö saunas  
GÖTEBORGS KOMMUN  
Local community advertising  
HÄSSLE  
Bamyl headache remedy  
HETTEMARKS KONFEKTION  
Women's wear  
LAPIDUS OF SWEDEN  
Women's wear  
MJÖLKCENTRALEN/SMR  
Dairy products  
MONARK-CRESCENT  
Bicycles, mopeds  
NORDLÖFS SKOMODEHUS  
Shoe retailer  
POSTSTYRELSEN  
State postal information  
STENA LINE  
Ferry service  
TURITZ & CO.  
"Grand" department store  
VARABOLAGET  
Hotel and restaurant chain

## KARLSTAD

BILLERUD  
Paper sacks  
BOFORS  
Recruitment  
UDDEHOLM  
Chemical and Forest Industry divisions

## MALMÖ

ALLMÄNNA BRAND  
Insurance  
ALFRED BENZON  
Pharmaceuticals, chewing gum  
BRIO BARNVAGNAR  
Prams  
CULINAR/VEXOS  
Biodynamic food products  
DFDS SEAWAYS  
HERMODS  
Correspondence school  
IFÖ  
Sanitary ware, building material, porcelain  
electrical insulation  
MALMÖ KOMMUN  
Community advertising  
MASTER FOODS  
Uncle Ben's Rice  
MAZETTI  
Household products  
NORDSJÖ  
Paints  
PLM  
Plastic Division  
SCANDINAVIAN TOURING  
Travel agency  
SKANDINAVISKA ETERNIT  
Building material  
SUPRA  
Artificial fertilizers  
TBV  
Adult education  
TRADEBANCO  
Tabac Original, Brut 33, Margaret Astor,  
Vileda  
TRELLEBORGS GUMMI FABRIKER  
Tyres  
UNILEVER  
Novia food products





# Harlang, Toksvig & STB Clients: Denmark

## COPENHAGEN/AARHUS

AIR CANADA

BAHCO  
Tools

BEECHAM  
Badedas, Brylcreem, Macs, Ribena

ALFRED BENZON  
Sor-Bits chewing-gum, Ben-Ti throat tablets,  
Natusan baby care products, pharmaceutical  
products

BIKUBEN  
Savings bank

BRITISH AIRWAYS  
Cargo

BRITISH TOURIST AUTHORITY

CAVENHAM  
Bovril, Marmite

CINZANO  
Vermouth, Spumante

COPENHAGEN DAIRIES  
Milk products

DANISH FLOUR COMPANY  
Amo & Gluten flour

DANISH STATE RAILWAYS  
Passenger transport

DANISH TOURIST AUTHORITY

DFDS SEAWAYS  
Passenger and freight transport

DEFENCE COUNCIL  
Recruitment

DUNLOP  
Tyres, sports accessories

EAST ASIATIC COMPANY  
Shipping

ELECTROLUX  
Vacuum cleaners, refrigerators, deep-  
freezers, etc.

GENERAL FOODS  
Package foods, Ris-Fix

HITACHI  
TV, radio, tape recorders

JUTLAND CREDIT BANK  
Credit bank

MASTER FOODS  
Dog and cat foods, Mars chocolate

MERRILDS COFFEE  
Coffee

AUSTIN REED  
Men's wear

REVLON  
Cosmetics

WILLIAMS/LAMCO  
Deodorants: Williams Ultra Tør, Ultra Frisk;  
Shaving cream: Shavy





# STB Clients: Norway

## OSLO

AIR CANADA

ALLWEILER NORGE  
Shipping, industrial pumps

AMERICAN EXPRESS  
Travellers Cheques

ALFRED BENZON  
Chewing gum, pastils, baby care,  
pharmaceuticals

BRITISH TOURIST AUTHORITY

DFDS SEAWAYS  
Passenger traffic

DOUWE EGBERTS  
Coffee

DU PONT  
Man-made fibres, Elastomers, Teflon

ELECTROLUX  
Industrial kitchens, cafeteria equipment

EL-SPIRALEN  
Saunas

FARMAND  
Business weekly

FORENEDE MARGARINFABRIKKER  
Margarine, food products

FRELSESARMEEEN  
Salvation Army

G. HARTMANN  
Industrial glues

CARL A. HØYER  
Toothpaste, hair care, perfumes, cosmetics

IAZ INTERNATIONAL  
Refrigerators, freezers, washing machines,  
dishwashers

LANDSFORENINGEN MOT KREFT  
Norwegian cancer society

MATHIESEN-EIDSVOLD VÆRK  
Prefab cabins and doors

MOTORDRIFT  
Agricultural and construction machinery

O. MUSTAD  
Hardware, central marketing

NOPAL  
Band aid, spaghetti, macaroni, spices, rice,  
underwear, socks and ties

NORDSJØ  
Paints

NORGES IDRETTSFORBUND  
Norwegian Sports Association

NORGES RØDE KORS

NORSK ANKI  
Building materials

NORWEGIAN SKI COUNCIL  
Export promotion organization

NORWEGIAN SKIING ASSOCIATION  
Holmenkollen ski festival

OSRAM  
Electrical bulbs

PEPSICO INTERNATIONAL  
Soft drinks

REVLON INTERNATIONAL  
Cosmetics

SHELL  
Automotive, info. dept.

SKANAUSTRAL  
Shipping line

STATENS EDRUSKAPSDIREKTORAT  
Government office for sobriety

STENA LINE  
Passenger traffic

SVENSKA TOBAKS  
Cigarillos, pipe tobacco, cigarettes

SVERIGES TURISTBYRÅ

TEMANA  
Chemical products

VEL-VASK  
Cleaning systems



# STB Clients: Finland

## HELSINKI

AIR CANADA

BALLOGRAF

Bic pens, pantyhose

ALFRED BENZON

Sor-Bits, Natusan

BRITISH AIRWAYS

Cargo

DU PONT

Textile fibres

FERROSAN

Bafucin and Multitabs, pharmaceuticals

FINNCARMEN

Carmen curlers, Finca

FINNLINES

Shipping company

GENERAL FOODS

Instant Maxwell House, Maxim

HÜRLIMANN

Beer

INTER RENT

Car hire

KAUNOTAR-TUOTE

Women's wear

KUKKURAKAUPPA

Retail grocery chain

LEIMARK

Bakery

ONSA-NORDSJÖ (BAYER)

Paints

PEPSICO INTERNATIONAL

Pepsi and Teem soft drinks

RAVENHEAD

Glassware

SUOMEN SOKERI

Sugar

SUOMEN TUPAKKA (BAT)

Cigarettes

TALOUS-OSAKEKAUPPA

Heta, Halpis retail grocery chains

TEMANA

Institutional

WIHURI LEASING

Car leasing

WORLD WILDLIFE FUND





# Ogilvy & Mather Clients: East Africa

## NAIROBI

AFRICAN TOURS & HOTELS  
Hotels, lodges and tours

AGFA  
Photographic materials

ALITALIA

ARISTOC  
Hosiery

ASSOCIATED TEA GROWERS OF KENYA  
Tea

BARCLAYS INTERNATIONAL  
Banking services

BATA  
Footwear

BEECHAM  
Phensic, Eno, Ribena, Brylcreem, Silvikrin,  
Lucozade

BOVRIL  
Bovril, Marmite

BRITISH AMERICAN TOBACCO  
Sweet Menthol, Diplomat, Rex, Nyota,  
corporate

BROOKE BOND  
Kenna coffee

BRUCE MOTORS  
Bedford, Vauxhall

BURROUGHS WELLCOME  
Veterinary products

CADBURY SCHWEPPE  
Chocolate, Cocoa, Bournvita, confectionery

DUNLOP  
All products

EAST AFRICA INDUSTRIES  
(UNILEVER)  
Lux, Lifebuoy, Astral, Rexona, Omo, Sunlight,  
Signal, Pepsodent, Vim, Blue Band, Kimbo,  
Tree Top, Crisp 'n Dry, Close-up

EAST AFRICAN AIRWAYS  
International, domestic, and corporate

EAST AFRICAN RAILWAYS

GREECE  
Department of Trade

GUINNESS

JOHNNIE WALKER  
Scotch Whisky

JOHNSON'S WAX  
Domestic insecticides, personal care products,  
household products

KENYA BREWERIES  
Allsopps Pilsner, Jubilee Pilsner, White Cap

KENYA CO-OPERATIVE CREAMERIES  
Milk products

KENYA OVERSEAS COMPANY  
Boots products, Moono products, Lady Gay  
perfumes and toiletries

KENYA TOURIST DEVELOPMENT CORP.  
Tourist amenities

KISUMU COTTON MILLS  
Trevira fabrics and cotton prints

LEYLAND ALBION  
Corporate

MASON & DAVIS  
Ronson, Van Heusen

MASSEY-FERGUSON  
All products and corporate

NATION PRINTERS AND PUBLISHERS  
Corporate

OLYMPIC AIRWAYS

POPULATION SERVICES  
Family planning products

RANK XEROX  
All products and corporate

SADOLINS  
Paints and varnishes

SERENA  
Hotels and lodges

SHELL AND BP  
All products

SIXEIGHTY HOTEL

UPLANDS BACON FACTORY  
All products



# Ogilvy Benson & Mather Clients: Nigeria

## LAGOS

### ABBOTT LABORATORIES

Lucky ice cream

### BARCLAYS BANK

### BEECHAMS

Macleans Toothpaste, Phensic, Ribena, Lucozade, Ashton & Parsons baby products, Veno's, Aquafresh, development projects

### BOOTS PURE DRUG

Wide range of pharmaceutical products, Lady Gay cosmetic range, baby product range

### BOULOS ENTERPRISES

Suzuki motorcycles

### CADBURY

Beverages: Bournvita, Super Pronto; Confectionery: Goody Goody, Tom Tom, Miki Miki, Hip Hip, Bazooka gum; Foods: Tomapep canned puree, Beano canned beans, Pounded Yam

### CANADA DRY

Soft drinks

### CAVENHAM FOODS

Marmite, Bovril

### CRITTAL-HOPE

Windows, etc.

### DUNLOP

Dunlop tyres, adhesives, sports goods; Heliflex industrial and commercial hose; Semtex flooring products

### GLAXO

Glucose D, Multivite, various cough and tonic preparations and ethical products

### JOHNSON WAX

Raid and Off insecticides, Glade air freshener, Dazzle bleach, Stockade disinfectant

### KINGSWAY CHEMISTS

Kodak, Bell & Howell, Polaroid

### KLM ROYAL DUTCH AIRLINES

### NIGERIAN BREWERIES

Gulder Lager Beer

### NIGERIAN TOBACCO COMPANY (B.A.T.)

Benson & Hedges, State Express 555, Player's Gold Leaf, Embassy range, Flight, Sweet Menthol, Bicycle, Mars, Three Rings, Galleon, Varsity, Viceroy, Hilton and High Society cigarettes; Henri Winterman cigars

### PAN AM

### PARKE-DAVIS

Camoquin antimalarial, Abidec infant multivitamins, Livibron tonic, Benylin cough syrup, others

### PHILIPS

Record players, TV sets, radios, batteries, cassettes, lighting, domestic appliances, professional systems

### SABENA AIRLINES

### SHELL

Gasoline, motor oil and grease, industrial oils, insecticides and agricultural products

### UNION CARBIDE

Eveready batteries





# Van Zijl and Schultze, Lund and Tredoux Clients: South Africa

## JOHANNESBURG

### AGRICURA-KOP

Dipping materials, insecticides

### ALITALIA

### AMERICAN EXPRESS

Travellers Cheques

### ARGUS PRINTING & PUBLISHING

Star classifieds

### BARLOWS TELEVISION

TV sets and TV renting

### BEECHAM SOUTH AFRICA

Aquafresh, Macleans, Brylcreem, Natural Control, Silvikrin shampoo, Vosene shampoo, Free and Lovely, 2nd Debut, Eye-Gene

### BRITISH TOURIST AUTHORITY

### DEPARTMENT OF POSTS AND TELEGRAPHS

Institutional, recruitment

### EMI BRIGADIERS

Records, tapes

### ESCOM (Electricity Supply Commission) Recruitment

### EVERITE

Recruitment

### FEDMIS

Agricultural fertilizers, corporate, recruitment

### GENERAL MINING AND FINANCE

Institutional, recruitment

### GILLETTE SOUTH AFRICA

Gillette Super Silver, Techmatic, GII, Paper Mate Ballpoint, Cricket Lighters

### GLENTON & MITCHELL

F.G. ground coffee and instant coffee, Kloof coffee, Joko tea and tea bags, Tamella Tips

### IMPALA PLASTICS

Polyethylene piping

### J.H. ISAACS

Property

### LTA LTD.

Construction industry

### MAIZE BOARD

Maize products

### MALLORY BATTERIES

### MARSHALL CAVENDISH

### NATIONAL CHEMICAL PRODUCTS

Animal feed concentrates, industrial chemicals, synthetic rubber, polystyrene and plastics

### NEDBANK

Banking, recruitment

### NESTLÉ SOUTH AFRICA

Chocolates, condensed milk, tinned cream, Ideal evaporated milk, powdered milks (Lactogen, Nespray), Cerelac, Nestum, Milo, Nesquik, new project

### P & O GROUP

### PROLUX PAINT HOLDINGS

Dulux and Rockgrip paints, Paint 'n Paper stores

### PUBLIC SERVICE COMMISSION

Institutional, recruitment

### PYOTTS

Assorted biscuits

### RAND AFRIKAANS UNIVERSITY

### RETCO

Property

### R-M PHARMACEUTICALS

Vicks products

### RONDALIA TOURING CLUB

Assurance, banking, holiday resorts, motels, motor testing centres, recruitment, corporate

### ROTOMOTORS

Victa lawnmowers

### SAPPI LIMITED PAPER & PULP INDUSTRIES

### SEAGRAM OVERSEAS SALES COMPANY

100 Pipers whisky, Chivas Regal scotch, new project

### SENTRACHEM LIMITED

Recruitment, institutional

### SHOE CORPORATION OF AFRICA

Barker, Crockett & Jones, Elliott Shoe ranges, Hush Puppies, Jack & Jill, Harley Street, Leather Industries (Golden Arrow luggage and Hickock belts), retail stores, corporate

### SOUTH AFRICAN BREWERIES

Castle Lager, Amstel, Castle Milk Stout, corporate, new project

### SOUTH AFRICAN BROADCASTING CORP.

Commercial service, recruitment

### SOUTH AFRICAN BUREAU OF STANDARDS

Standardization, corporate, recruitment

### SOUTH AFRICAN COAL, OIL & GAS

Petrol, chemicals, recruitment, corporate

### SOUTH AFRICAN IRON AND STEEL

Recruitment, corporate

### SOUTH AFRICAN MUTUAL LIFE ASSURANCE SOCIETY

Insurance

### SOUTH AFRICAN RAILWAYS & HARBOURS ADMINISTRATION

### SOUTHERN SUN HOTELS

### SPARLETTA

Aerated soft drinks

### STELLENBOSCH FARMERS' WINE

Lieberstein, Nederburg range, Kellerprijs range wines; Bols brandy, Bols liqueurs, corporate, new project

### TRANSCAAL PROVINCIAL ADMINISTRATION

Recruitment

### UNILEVER SOUTH AFRICA

Cold Water Omo, Comfort, Impulse, Shield range of deodorants, Shield soap deodorants, Ego, Melrose cheeses, Unox canned soups, new projects

### UNIVERSITY OF PRETORIA

Recruitment

### URANIUM ENRICHMENT CORP.

Recruitment

### VEKA

Veka, Hardy Amies, Embassy men's wear, Consulate shirts

### WHITEHALL PRODUCTS SOUTH AFRICA

Anadin, Freezone, Prep H, Sleepze, new project

### WOOL BOARD



# Ogilvy Benson & Mather Clients: \*\* India

## BOMBAY

AHMED MILLS  
Edible oil

AMERICAN EXPRESS  
Banking service

BAYER  
Household insecticides

BEECHAM  
Macleans Freshmint, Macleans toothbrush,  
Silvikrin hair products

BURROUGHS WELLCOME  
Toiletries and ethical products

CADBURY-FRY  
Bournvita beverage

CORN PRODUCTS  
Food products, beverages

EAST AFRICAN AIRWAYS

FORMICA  
Decorative and industrial laminates

GLAXO LABORATORIES  
Glaxo, BDH Pharmaceuticals,  
Animal Health Products

HINDUSTAN FERODO  
Automotive and industrial asbestos  
materials

INDO-FRENCH TIME INDUSTRIES  
Timestar watches

JOHNSON & JOHNSON  
Band-Aid,\* Baby Lotion, Permacel,  
CAREFREE\* baby soap, baby oil, Cotton  
Buds, prickly heat products, mentholated  
products, tropical soap, TEENAGE\* Sanitary  
Napkins, medicated plasters, recruitment

KAMANI GROUP  
Industrial products

LARSEN & TOUBRO  
Corporate, switchgear

MAIZE PRODUCTS  
Starch, glucose

MODELLA GROUP  
Fabrics, knitting wool

OBEROI-SHERATON  
Hotel

PHILIPS  
Musical Apparatus Division, electrodes,  
medical systems, personnel

RALLIS (Tata-Fison)  
Agricultural chemicals

RICHARDSON HINDUSTAN  
Clearasil, Tonos-7

SKEFCO INDIA BEARING  
Industrial products

TATA OIL MILLS  
Toiletries, edible oil, animal feed,  
non-dairy milk products

VAKILS  
Greeting, wedding and festive card  
department

VOLTAS  
Machine Tool Division

## CALCUTTA

ALKALI & CHEMICAL  
Alkathene, chemical products, corporate

BENGAL LAMPS  
GLS lamps

BROOKE BOND  
Coffee products

CHLORIDE INDIA  
Storage batteries

COATES OF INDIA  
Printing inks

DUNLOP  
Cushioning, belting, hoses, adhesives,  
other industrial rubber products,  
corporate

JENSON & NICHOLSON  
Paints, plastic emulsion, enamel

SHAW WALLACE  
Corporate, whiskies, yeast

UNION CARBIDE  
Dry cells

## MADRAS

ASIA TOBACCO  
Cigarettes

BINNY  
Woollen and Terywool suitings, silk sarees,  
Cotswol, Binola

CARBORUNDUM UNIVERSAL  
Abrasives, corporate

NEIVELLI CERAMICS  
(Neycer Keramag)

PARRY  
Motors, transformers

SPENCERS  
Air conditioners, watercoolers, retail

## NEW DELHI

BRITISH AIRWAYS

CENTRAL COTTAGE INDUSTRIES  
Handicrafts and handlooms

EAST INDIA HOTELS  
Oberoi hotel chain





# Ogilvy & Mather Clients: Malaysia

## KUALA LUMPUR

AMANAH-CHASE MERCHANT BANK

BORNEO MOTORS  
Toyota, Massey-Ferguson

BORNEO SUMATRA TRADING  
COMPANY  
Cartier watches and lighters, Silver Match  
lighters

CENTURY MOTORS  
Renault

CHAMPION MOTORS  
Volkswagen, Audi, Rover

CHASE MANHATTAN BANK

DUNLOP  
Tyres, Dunlopillo, and other allied products

GUINNESS  
Guinness Stout, Gold Harp Lager

HOLIDAY INN

I.C.I.  
Paints

INDIA-MALAYSIA TEXTILES  
Fabrics and suiting materials

KUMPULAN GUTHRIE  
Institutional, Oil Palm and Rubber equipment,  
Pre-Pak houses

LEVER BROTHERS

MALAYAN FINANCE  
Finance services

MALAYAN TOBACCO

Benson & Hedges Luxury Blend, Benson &  
Hedges Special Filter, Capstan, Lucky Strike,  
Perfectos, Player's Gold Leaf, Player's No. 6  
Kings, Rough Rider, State Express 555, Star  
Filter, Viceroy, new brands

MALAYSIAN POULTRY  
Farm Fresh frozen chickens

J. L. MORISON  
Marmite

MORTGAGE AND FINANCE  
Finance services

3M COMPANY  
All products

NESTLÉ  
Bear Brand Milk, Cerelac, Cheeses, Ideal Milk,  
Lactogen, Milkmaid, Milo, Nescafe, Nescafe  
Gold Blend, Nespray

NORTH BORNEO TRADING COMPANY  
Motor division, general products

ORCHARD MOTORS  
Vauxhall, Bedford

PHILIPS  
Electrical and electronic equipment, lighting

SHELL  
Motor oil, chemicals

UNION CARBIDE  
Eveready batteries



# Ogilvy & Mather Clients: Singapore

ALBERTO-CULVER

AMERICAN EXPRESS  
International banking, Card

AUSTASIA INDUSTRIES  
Hunter-Douglas products

THE BORNEO COMPANY  
Consumer, marine, industrial products,  
Rolex/Tudor

BOVRIL  
Bovril, new products

BRITISH CALEDONIAN AIRWAYS

BURROUGHS WELLCOME

CADBURY SCHWEPPE  
Schweppes mixers & soft drinks, Jeyes  
household products

DBS/CHARTERED/ON-LINE  
Computer utility

THE EAST ASIATIC CO.  
Consumer, industrial, printing products;  
shipping, Vespa Scooters

GILMAN & CO.  
Citizen watch

GOODWOOD HOTELS  
Goodwood Park, Ladyhill, Ming Court,  
Connaught

HOLIDAY INN SINGAPORE

HONGKONG & SHANGHAI BANK  
Banking service

INCHCAPE BERHAD

INTERNATIONAL  
CORRESPONDENCE SCHOOLS

JACKSON & CO.

JARDINE MATHESON

JOHNS-MANVILLE  
Insulating material

3-M  
All products

OLIVETTI

PAN AMERICAN AIRWAYS

PATERSON SIMONS  
Industrial equipment

SANDILANDS BUTTERY

SCOTT & BOWNE

SHEAFFER PENS

SHELL  
Personnel

SINGAPORE OXYGEN

SINGAPORE TOURIST  
PROMOTION BOARD

SMITH KLINE & FRENCH

STRAITS STEAMSHIP  
Corporate, shipping

UNION CARBIDE  
All products

WAYFOONG MORTGAGE & FINANCE



# Ogilvy & Mather Clients: Hong Kong

AMERICAN EXPRESS

ASIAN FOOD INDUSTRIES

Kraft Cheese, Pauls Milk

BOVRIL LIMITED

Chicken, Beef, new product

CHUBB

CP AIR

DAIRY FARM

DODWELL WINE & SPIRITS

Martell, Gordon's,

Black & White, Pabst

DUNLOP HONGKONG

EDWARD KELLER

Orlane, Pantene, Eversun, Tobler, Suchard,

Sugus, 4711, Kimberly Clark

FARDEL

Tabac men's toiletries, Bic Lighters, Bic Pens

FEDERAL AUTO

Volvo, Renault

HANIMEX

Audio & visual equipment

HARRY WICKING

Feudor, ICI paints

THE HONGKONG AND SHANGHAI

BANKING CORPORATION

International banking

HONGKONG UNITED DOCKYARDS

J. D. HUTCHISON

Alberto Culver, Marmite, Virol, Baby Love,

Dana

I.C.I.

Scott and Bowne products

INTERNATIONAL COMPUTERS

THE JARDINE ENGINEERING

CORPORATION

JARDINE MATHESON

Guinness: Corporate

JONES LANG WOOTTON

W. R. LOXLEY

Contac 500

MULLER & PHIPPS

Quaker Oats, Small's Chocolates

NEW ZEALAND INSURANCE

PAKISTAN INTERNATIONAL

AIRLINES

P & O

SWIRE & MACLAINE

Strepsils, Planters, Marigold, Durex, Ex-Lax,

Bicozene, Balenciaga

TAIKOO SUGAR

UNION CARBIDE

Glad Wrap, Eveready batteries, Prestone

UNITED PAPER

Sheaffer Pens

WARDLEY LIMITED

Merchant banking

WELLCOME FOUNDATION

Hazeline Snow, Medic-Aire





# P.T. Indo-Ad Clients: Indonesia

## JAKARTA

ABBOTT LABORATORIES  
Selsun medicated shampoo

AMERICAN EXPRESS INTERNATIONAL  
BANKING CORPORATION

BEECHAM  
Brylcreem, Amami Talc

BRITISH AMERICAN TOBACCO  
Avion, Capstan, Commodore, Players  
cigarettes

CADBURY SCHWEPES  
Bournvita, Jeyes household products

CAVENHAM  
Bovril Beef Stock, Marmite

DARALON  
Amertex fabrics

DUNLOP  
Tyres, Dunlopillo mattresses, sporting goods

FORD  
Falcon and Cortina cars, trucks

GILMAN  
Citizen watches

GORDON'S GIN

GUINNESS STOUT

HELENE CURTIS  
Suave shampoo & hair spray, Enden shampoo,  
Spray Net hair spray

HILTON HOTELS  
Jakarta Hilton Executive Club & Hotel

ICI  
Paints

KONIMEX  
Mexaquin Antimalarial, Konidin cough  
tablets, new products

MAX FACTOR  
Cosmetics

MERCK  
Vitonic

MONIER  
Concrete building materials

NICHOLAS  
Naspro Analgesic, Vincent's powders

ORGANON  
Ethical pharmaceuticals

PERUSAHAAN BIR  
Beer Bintang

PERUSAHAAN LIMUN  
F&N soft drinks

PFIZER  
Ethical pharmaceuticals

PHILIPS  
Electrical appliances and service

SCOTT & BOWNE  
Scott's Emulsion, Vykmin

SHEAFFER PEN  
Writing instruments

SMITH & NEPHEW  
Tensoplast

SWEDISH MATCH  
Feudor disposable lighters

UNILEVER  
Sunlight detergent soap, Colibrita toilet soap

UNION CARBIDE  
Eveready batteries

YARDLEY  
Brilliantine and pomade



# Ogilvy & Mather Clients: Thailand

## BANGKOK

ALLIED NEWSPAPERS

AMERICAN EXPRESS

BEIERSDORF DRESSINGS

BERLI JUCKER CO.

Alberto Culver, Berli Jucker Travel Office,  
Dial soap and shampoo, Electrical products,  
Juvena, Parrot soap, Tobler Chocolate, Thai  
Glass Industries, 4711 Eau de Cologne, Wella  
hair care products

BOOTS COMPANY

THE BORNEO COMPANY

Cadbury Schweppes, Camping Gaz, Cavenham  
Foods (Bovril), Dupont, Helene Curtis,  
Lea & Perrins, Moccona Coffee, Mumms  
Champagne, Norton abrasives, Pamastic  
paint, Scott & Bowne (Scott Emulsion)

CARNATION COMPANY

CASTROL

CELLOX SANITARY NAPKINS

COOPERS LABORATORIES

DUNLOP

Dunlopillo

ERAWAN MOTOR COMPANY

Ford Dealer

ERICSSON TELEPHONE

FIRESTONE

FORD MOTOR COMPANY

GUINNESS

HAGMEYER-HOLLAND-THAI

Brooke Bond Tea, Droste Cocoa, Imco Lighter,  
gas, flints; Martell, Morphy Richards,  
Moulinex, Old Spice, OK chewing gum,  
Prestige kitchenware, Setron sound  
equipments, Verkade, William II Cigars

HOTEL SIAM BAYSHORE

3M COMPANY

PAN AMERICAN WORLD AIRWAYS

RALSTON PURINA

SCOTT PAPER PRODUCTS

SHEAFFER PEN

SINGER

SQUIBB FAR EAST

TARA WHISKY

UNION CARBIDE





# Ogilvy & Mather Clients: Australia

## MELBOURNE

AIR NAURU  
ANSETT-PIONEER  
National coach service and tours  
AUSTRALEC  
Industrial heating elements  
AUSTRALIAN CONTROLS  
BATA SHOE COMPANY  
BEECHAM  
Silvikrin shampoo and hair spray, Claytons  
Kola Tonic  
BOND CORPORATION  
Universal units, flexible trusts  
THE BROKEN HILL PROPRIETARY  
COMPANY  
Construction, engineering, international,  
technical service, packaging and appliance  
industries  
BROWNBUILT  
CADBURY SCHWEPPEs  
Schwepes mixers and soft drinks  
CARNATION COMPANY  
Pet foods, Coffee-mate, new product  
CYCLAX  
DUNLOP  
CORPORATE  
AUTOMOTIVE AND INDUSTRIAL GROUP  
Tyres, automotive batteries, industrial and  
aviation products  
MARSHALL BATTERIES  
Automotive batteries  
DUNLOPILLO  
Latex foam, innerspring and polyurethane  
foam bedding, industrial, automotive and  
upholstery foams  
SHERIDAN-TENNYSON  
Sheets, pillowcases, soft furnishings  
F. H. FAULDING  
Health and beauty products  
KAURI TIMBER  
LANE'S MOTORS  
MASSEY-FERGUSON  
MERCEDES-BENZ  
MISTRAL SUNRAY  
NABISCO  
Biscuits  
PELACO  
Pelaco men's shirts and pyjamas  
PETER ISAACSON PUBLICATIONS  
PLUMROSE  
POLYCELL PRODUCTS

ROWNTREE HOADLEY  
Confectionery  
SARAH COVENTRY  
SHEAFFER PEN (Textron Pacific)  
SHELL CHEMICAL  
THE STEEL CAN GROUP  
UNILEVER  
ROSELLA FOODS  
Canned soups, Deb instant mashed  
potatoes, canned salads, Surprise vegetables  
WALPAMUR  
Paints and woodfinishes

## ADELAIDE

BOVRIL  
Beef extract  
JOHN MARTIN  
Department store  
SIMPSON POPE  
Washing machines, electric ranges, dryers,  
dishwashers, air conditioning

## PERTH

ALLSTATES LEASING  
AMERICAN EXPRESS  
BOND CORPORATION  
Property developer  
CITY MOTORS  
ALAN COUGH HOMES  
DONOVAN AND ASSOCIATES  
M. D. FERSTAT  
HOTEL PARMELIA  
LETZ RENT A CAR  
METROPOLITAN TRANSPORT TRUST  
MODULAR METALS  
NICHOLSONS BROADCASTING  
SERVICES  
PERTH OURDOOR CENTRE  
R.A.C. INSURANCE  
Home contents, marine, travel and motor  
insurance and life assurance  
STATE ELECTRICITY COMMISSION  
WARWICK GROVE SHOPPING CENTRE  
WESFARMERS MACHINERY  
Agricultural machinery distributors  
WESTBUILT  
Home builders  
WHITTAKERS  
YANCHEP SUN CITY

## SYDNEY

AMERICAN EXPRESS  
AUSTRALIAN GOVERNMENT  
ADVERTISING SERVICE  
National savings plan  
AWA REDIFFUSION  
BRISTOL-MYERS  
Clairol, Roger & Gallet, Pucci perfumes  
BRITISH TOURIST AUTHORITY  
BUTTERCUP BAKERIES  
Baked foods division  
CINZANO  
Havana Club  
COOPER LABORATORIES  
Oral-B toothbrushes, ethical drugs  
COTTEE'S GENERAL FOODS  
Maxwell House coffee, Cafe Royal coffee,  
Ricecream, conserves and marmalades,  
spreads, jelly crystals, instant puddings,  
cordials, dessert toppings, John Bull Oats,  
Start, Angel Delight, Suppla-Vite, new  
product, master contracting  
DUNLOP  
North Tyre Division  
GOLLIN  
Beefeater Gin, Borzoi Vodka, master  
contracting  
HERON ISLAND  
IPCAIL  
Merchant bank  
LINDEMAN ISLAND  
MILDARA WINES  
Table wines, fortified wines, brandy  
P&O  
SCOTTISH MILK MARKETING BOARD  
TEGEL  
Frozen turkeys, ducks and chickens  
UNILEVER  
LEVER & KITCHEN  
Comfort fabric conditioner  
REXONA  
Check toothpaste  
STREETS  
Take-home desserts  
YANCHEP SUN CITY  
YORKSTAR MOTORS  
Mercedes-Benz cars, trucks and coaches  
**BRISBANE**  
LUMIDEC  
Bathroom and home fittings  
TALLERMAN  
Shimano fishing reels



# Ogilvy & Mather Clients: New Zealand

## AUCKLAND

### BONDS

Apparel

### ETA FOODS

Peanut butter, nuts, potato crisps, dressings, sauces, vegetable oils

### JOHNSON'S WAX

US Anti-perspirant, new products

### KLISSER'S FARMHOUSE BAKERIES

Bread

### NEW ZEALAND INSURANCE GROUP

General and life insurance, trustee and financial services

### THE NEW ZEALAND SAVE THE CHILDREN FUND

Fund raising

### W. NOBILO & SONS

Wines

### NYLEX PRODUCTS

Vinyl wall and furniture coverings

### P & O

Cruises

### SAMUEL PARKER

Roller doors, general and new products

### PHILIPS ELECTRICAL INDUSTRIES

Lighting

### PIZZA RESTAURANTS

Restaurants

### RECKITT & COLMAN

Syrups, crispbreads, baby foods, new products

### SOUTH PACIFIC CREDIT CARD

American Express

### UNITEX FABRICS

Sheridan, Kaldor, Gaylife sheets

### W. D. & H. O. WILLS

John Player Special, John Player No. 10, Claridge

## WELLINGTON

### BANK OF NEW ZEALAND

Radio, television, special assignments

### BATA COMPANY

Footwear

### BONDS

Pantyhose

### BOVRIL

Bovril

### CYCLAX

Cosmetics

### DATABANK SYSTEMS

Recruitment

### DUNLOP

Tyres

### McKENZIES

Cosmetics, apparel

### MARSHALL CAVENDISH

Part works

### NEW ZEALAND WOOL BOARD

Wool promotion

### PHILIPS ELECTRICAL INDUSTRIES

Consumer products

### PRICE WATERHOUSE

Management consultancy services

### ROYAL NEW ZEALAND AIR FORCE

Recruitment

### SHELL

Industrial chemicals, agricultural chemicals, pest strips, new products

### A. A. STICHBURY

Gemini motorcycles

### UNILEVER

Vesta, Stockpot, Surprise, new products



# Standard Ogilvy & Mather Clients: Brazil

## SÃO PAULO

ASAHI PENTAX  
Cameras

AVON

BRITISH TOURIST AUTHORITY

GESSY LEVER  
Trim hair cream, eau de cologne, Breeze soap,  
Comfort, new products

ICOTRON  
Electrical components

KIBON (GENERAL FOODS)  
Q-Suco, confectionery line, Tang

NATIONAL DISTILLERS  
Chateau La Cave wine, Old Nikka whiskey,  
Old Crow bourbon

NATIONAL-PANASONIC  
TV sets, radios, stereos, tape recorders

QUIMISHELL  
Agricultural and household chemicals

SANBRA  
Delicia oil and margarine, Rico ice cream,  
Vitosan animal food, Mila margarine

SÃO PAULO ALPARGATAS  
Conga canvas shoes

SIEMENS  
Electrical and telecommunication equipment

TDK  
Tapes

TRANSFORMADORES UNIÃO  
Transformers

## RIO DE JANEIRO

AMERICAN EXPRESS

BEECHAM  
Badedas, Silvikrin, Tally-Ho and Second Debut,  
Plus-Forma

ESTACAS FRANKI  
Foundation

HEMISUL  
Brokerage and financing

SHELL

SIDERURGICA DA GUANABARA  
COSIGUA  
Institutional

SKOL  
Beer

SMITH KLINE & FRENCH  
Pharmaceutical

SOUTH AFRICAN AIRWAYS

SOUZA CRUZ (BRITISH AMERICAN  
TOBACCO)  
New products

TECHNOS  
Watches

## PÔRTO ALEGRE

ARROZEIRA BRASILEIRA  
Rice

BANCO IOCHPE DE INVESTIMENTOS  
Investment bank

GAZOLA  
Cutlery

GRUPO GERDAU  
Steel mills, institutional

GRUPO INDUSTRIAL RODOVIARIO  
Buses

REFRIGERANTES VONTOBEL  
Soft drinks

SAOEX  
Life insurance

SIMPALA  
GM dealer

TERESUL  
Terex dealer

## CURITIBA

CAFE ALVORADA  
Coffee

COOPERATIVA CENTRAL DE  
LATICINIOS DO PARANA – BATAVO  
Dairy products

GRUPO HANSEN  
Tubes and connections, items made of hard pvc

INDUSTRIA CERAMICA DO PARANA –  
INCEPA  
Tiles

SIDERURGICA GUAIRA  
Institutional

## BELO HORIZONTE

COLEGIO ANCHIETA  
School

HARMONIA ELETRONICA  
Institutional

INDUSTAM  
Bathroom fittings

MINAS INVESTIMENTOS  
Finance company

POUSADA DE SERRA  
Hotel

USIMINAS  
Institutional

## SALVADOR

CIMENTO SALVADOR  
Cement

CONCIC-PORTUARIA  
Heavy construction

CORREA RIBEIRO  
Retail

METALURGICA DA BAHIA – CIMBA  
Steel fabrication

PROMOV IMOBILIARIA  
Real estate

## RECIFE

SIDERURGICA ACONORTE  
Institutional





# Ortiz, Scopesi Clients: Argentina

## BUENOS AIRES

AERO PERU  
Airline

AMERICAN EXPRESS

ANGLO CONTINENTAL  
SCHOOL OF ENGLISH

AUSTRAL LINEAS AEREAS

BANCO FRANCES DEL RIO DE LA  
PLATA  
Banking services

BEECHAM  
Mistral deodorant and shampoos;  
Second Debut cosmetics

BOROQUIMICA

BRITISH TOURIST AUTHORITY

BROWN & WILLIAMSON TOBACCO  
Cigarettes

CELULOSA  
"Cartonex" boards

COMPAÑIA NOBLEZA DE TABACOS  
Cigarettes

COMPAÑIA QUIMICA  
Floor wax and bleaches

CORVUS ELECTRONICA  
Electronic calculators

CYGNUS  
Cessna

DANDOLO Y PRIMI  
Carpets

HOLIMAR  
Sound systems

LOUVERDRAPE  
Vertical blinds

MARTIN  
Yerba Mate (Paraguayan tea),  
Doble Equis coffee

MINISTERIO DE INFORMACION Y  
TURISMO DE ESPANA

MODART  
Men's store

NIVEA  
Atrix hand cream and lotion

P.A.M.P.A.  
Medicare

PHILIPS  
Philishave electric shavers, television sets

PIGALLE  
Beauty center and music hall

QUICKFOOD ALIMENTOS  
RAPIDOS  
"Paty" hamburgers

RADIO CONTINENTAL  
Buenos Aires radio station

SANCOR  
Milk and dairy products

SEVEN-UP  
"Seven-Up"

SHELL ARGENTINA  
Gasoline and other automotive products  
and services. Consumer chemicals

SOL JET  
Travel

UNION CARBIDE  
"Eveready" batteries and flashlights

UNITED STATES TRAVEL SERVICE

WITCEL  
Papers

YARDLEY OF LONDON  
After-shave lotion, colognes, soaps,  
minisprays, deodorants



# CORPA Clients: Venezuela

## CARACAS

AIR CANADA

AIR FRANCE

AMERICAN EXPRESS  
Credit Card

BANCO DEL CENTRO CONSOLIDADO  
Bank services

BANCO HIPOTECARIO CONSOLIDADO  
Bank services

BANCO HIPOTECARIO DEL CENTRO

BANCO MERCANTIL Y AGRICOLA  
Bank services

BEECHAM  
Cosmetics, proprietary drugs

BRITISH TOURIST OFFICE

CHEMEX  
Chemicals

CIGARRERA BIGOTT (BAT)  
Cigarettes

CUNARD LINE

MORRIS E. CURIEL  
Johnnie Walker Scotch Whisky

ELECTRICIDAD DE CARACAS  
Power company

FRAMAURO  
Art gallery

FRICA  
Canned fruit and juices

GENERAL ELECTRIC DE VENEZUELA  
Corporate

GRANDES MOLINOS DE VENEZUELA  
GRAMOVEN  
Flour mills

INCE  
National agency for job training

INDUALICA  
Manufacturers of pasta

LA INDIA (General Foods)  
Chocolate, Mañanita (Tang), Kool-Aid,  
and all products

LA SEGURIDAD  
Insurance

C. A. MAQUINARIAS  
Industrial equipment

MELIA HOTELS  
Hotel chain

C. A. MONROE/ROYAL VENEZOLANA  
Adding machines, typewriters

NABISCO  
Nabis, new products

PARKER PEN  
Writing instruments

PASEO LAS MERCEDES  
Shopping center

PLUMROSE  
Canned and packed meats

SALTA  
Cessna Citation

SANCHEZ  
Hardware, industrial equipment

SANDOZ VENEZUELA  
Pharmaceutical products

SHELL  
Automotive products, liquid gas,  
corporate

SHELL QUIMICA  
Chemicals, insecticides, household  
products

SOCIEDAD FINANCIERA MERCANTIL  
y AGRICOLA  
Financial society

TEXTENSA  
Fabrics

WANDER  
Ovomaltina

YARDLEY OF LONDON  
Toiletries and cosmetics

## MARACAIBO

BANCO HIPOTECARIO DE LA  
VIVIENDA POPULAR  
Mortgage Banking

BAZAR NORGE  
Electrical appliances distributor

CASAS BOULTON  
Liquors

ENERGIA ELECTRICA DE VENEZUELA  
Electric power

INDUSTRIAS JATU  
Arrow shirts

LA CASA ELECTRICA  
Electric appliances store

MAQUIMAT  
Industrial equipment

MOBILARTE  
Home and office furniture

WESTINGHOUSE  
Appliances

## BARQUISIMETO

ACO  
Car dealer, industrial equipment

BANCO LA GUAIRA INTERNACIONAL  
Bank

CASA PROPIA  
Savings & Loan Association

COMDIBAR  
Development corporation of the city

COMPLEJO LACTEO DE CORO  
Dairy products

CONCEJO MUNICIPAL DEL DISTRITO  
IRIBARREN  
City Council

ENERGIA ELECTRICA DE  
BARQUISIMETO  
Electric power

GOBERNACION DEL ESTADO LARA  
Governor of the state

POLLOS EN BRASAS  
Fast food restaurants



# Ponce De Leon Publicidad Clients: Colombia

## BOGOTÁ

ABBOTT COLOMBIA  
Murine, Selsun Azul

ACERIAS PAZ DEL RIO  
Corporate, steel and chemical products

AMERICAN EXPRESS

BANCO DE LONDRES  
All banking services

CEMENTOS BOYACA  
Portland

CENTRO TURISTICO CERRO DE  
MONSERRATE

CERAMICA COMERCIAL  
Bathroom fixtures, glazed colored tiles,  
retail outlets

CINZANO DE COLOMBIA  
Vermouth, wine, champagne

COLPLAN  
Automobiles

CORAUTO  
Tractors, heavy machinery

CUELLAR FEGED ASOCIADOS  
Audit Bureau

DISTRIBUIDORA COLOMBINA  
Chocolates

GENERAL TELEPHONE  
Public relations, institutional and  
telephone services

GRIFOS Y VALVULAS  
Faucets and valves

GRUPO COLSEGUROS  
Corporate; general, life, group and home  
insurance; savings, mutual fund, car financing

GRUPO ENRIQUE AYA OLAYA  
City planning, travel plans, car rental,  
savings and loan fund

I.B.M. DE COLOMBIA  
Corporate, office equipment

INTERPROM  
Product development and promotion

LABORATORIOS LIFE  
Cosmetics, new products

LABORATORIOS ROCHE  
Hair products

LINEAS AEREAS DE ESPAÑA (IBERIA)  
Air travel

MERCANTIL ANDINA  
Mosaic surface covering, ceramic floor

PIZANO, S.A.  
Corporate, plywood products, pressed wood,  
paneling

POLYMER DE COLOMBIA  
Polypropylene

PRODUCTOS QUAKER  
Children's food, beverages, new products

PROMOTORA BOLIVARIANA  
Club "El Bosque"

SALVAT EDITORES COLOMBIANA  
Paperback books, encyclopedia and  
pedagogical orientation

THE SANFORIZED COMPANY  
Textile process

SVENSON HAIR CENTER  
Hair treatments

TECNOQUIMICAS  
McDonald: men's cosmetics; Menley & James:  
Contac, pharmaceuticals







